

# VARIETY

 PRICE  
15¢

 Published Weekly at 154 West 45th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents.  
Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.  
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Vol. 115 No. 3

NEW YORK, TUESDAY, JULY 3, 1934

72 PAGES

## AD BALLY GOES SHOW BIZ

### Chi's Barbary Coast Has Thrills That Chumps Can't Find at Fair

Chicago, July 2.

Chicago's side-street taverns and honky-tonk burlesque spots are getting rich all of a sudden. They are packing 'em in, and the worse the shows the better the business.

All due to the puritanical edicts on the part of the officials of the Chicago Fair. With the exposition gone blue-nose and fully petticoated the visitors in from Dubuque and Paducah are passing up the expo nite life and getting their thrills in town at the taverns and burley joints.

Since the start of the Fair there has been a huge jump in the number of the town's hot spots. Down on South State street there are today 10 burlesque joints and three more are set to get going within the month. Fashion, therefore, switched from straight pictures to burley, as did the Cozy and the Gem. State-Congress is being re-modeled and will open by July 3 with picture-burley. Many of the houses are dropping pictures entirely and concentrating on the femme displays several using two troupes, colored and white.

Same goes for the taverns. With  
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### Non-Showmen's Success With Cafe-Music Halls, Dilemma for Showmen

With the Winter Garden on Broadway slated to go into one of those Cafe de Parade policies, also under non-showman auspices, the consistent success which some of these post-repeal cabaret-theatres have been enjoying is causing plenty of talk among the acknowledged entrepreneurs of Main Street.

Since these new niteries with their elaborate, bizarre and hybrid amusement policies—mixing as it does elements from the cabarets, the varieties, picture house and dance hall—are controlled by non-theatrical syndicates, the Broadway showmen are beginning to wonder. Furthermore, that these new undertakings are no one local successes but already are manifesting possibilities of influencing the show map nationally, and in a measure making some sort of theatrical history, is causing concern to active showmen and giving food for summer day-day discussions among students of the theatre and its Broadway environments.

### From Nudes to Dudes

N.T.G.'s dude ranch idea at his Ramsey, N. J., farm will materialize next spring.

The Paradise, New York, m.c. has been plotting to convert his farm into the east's first rancho, with swimming pool, broncos, outdoor amphitheatre, etc., on a roughing-it-deluxe scale.

### Church Circuit

Charlotte, N. C., July 2.

Dick Hartman's Crazy Tennessee Ramblers, WBT hillbilly troupe, is now making the church time.

Band has played eight churches in this vicinity in the past couple of weeks as an added attraction to the usual Sunday services, bringing in S.R.O. congregations.

### U. S. YOUTH NOW NOT SO PIX GOOFY

Hollywood, July 2.

That daily migration to Los Angeles of screen struck youngsters looking for a chance to woo fame and fortune in pictures has dwindled to a mere trickle.

Representatives of the Travelers' Aid Society say that less than 100 a month now answer yes to questioning whether they are looking for a film career.

Number of screen-hopefuls used to run from 800 a month up, with the top reached in 1928, when 1,100 during one month stated they had been attracted here by the hope of crashing the studio gates.

Curtailment of the westward trek is traced to the considerable propaganda written from here in the past year pointing out the slim chances a newcomer has for a pic career.

### EVEN COPS REMEMBER B'WAY'S PRIZED 'BEACH'

'The Beach,' which extends along the Broadway curbstone in front of the Palace from 46th to 47th streets, is still sacred enough to touch even the heart of a cop.

When police from the West 47th street station launched a cleanup of the sidewalks last week they refrained from disturbing habits of 'The Beach.'

Most of the chasing was concentrated at 47th and 48th streets on the west side of Broadway, the exclusive vacation spot for layoff musicians. Police escorted 15 gentlemen to the station house where Magistrate Brodsky gave them suspended sentences on charges of obstructing traffic.

### VAUDE, OUTDOOR PLUGS A LA RADIO

Standard Oil, Gen. Motors, A&P, Other Big Advertisers Invading All Amusements with Commercial Ballyhoo—Radio's Influence—Free Show Invasion Worries Showmen

### BOX OFFICE MENACE

Chicago, July 2.

Having learned through radio of the adaptability of show business as a practical exploitation medium, some of the big advertisers of the country are extending their invasion of the amusement industry to subsidize the vaudeville, circus and tent show fields on a commercial basis. Standard Oil of Indiana, General Motors, Simmons Beds, Atlantic & Pacific Tea Company and the Armour and Swift packing firms are among heavy spending national advertisers going in for the live talent plug.

Theory on which all are proceeding is that, in view of the effectiveness of radio as a ballyhoo medium for commercial products, with radio entertainment strictly mechanical, a sales spiel through an in-person show might be equally effective, if not more so.

### Using Showmen

Leader in this respect is Standard Oil of Indiana, which has three circus parades throughout the mid-  
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### F.D.R.'s Film Fare

Washington, July 2.

Widely diversified film fare will be provided for President Roosevelt during his four weeks' trip to Hawaii.

Assembled by Secretary Steve Early, former newswire representative, list of films include some features not yet generally released, but made available through courtesy of the various companies. Because of the President's strong liking for mystery stories and films, pictures of this sort predominate.

Presidential list of features include 'Last Gentleman,' 'Buildup Drummond Strikes Back,' 'Affairs of Collins,' 'Personality—Kid,' 'Dr. Monica,' 'Fog Over Frisco,' 'Return of the Terror,' 'House on 56th Street,' 'Baby Take a Bow,' 'Handy Andy,' 'World Moves On,' 'Splitfire,' 'Murder on the Blackboard,' 'Cockeyed Cavaliers,' 'Crime Doctor,' 'Gambling Lady,' 'Mystery of Mr. X,' 'Viva Villa,' 'Operator 13,' 'Till Tell the World,' 'Counsellor at Law,' 'Scarlet Empress,' 'Most Precious Thing in Life,' 'Twentieth Century' and 'Party's Over.'

### Coast Politicians' 'Cigar Passing' Via Three-Act Plays in Theatres

### Amen

Its glory of another day is a gag now—a publicity gag. Ray Connors, manager of the Palace, New York, has talked sightseeing buses into stopping in front of the house with guides pointing out "this is the theatre which every actor aspires to play."

Hollywood, July 2.

Followers of the political faiths are turning to the stage as a means of wooing votes and campaign funds. It's a new wrinkle in these parts and doing so well that it may spread up and down the state.

It's different from the old setup where the office seeker mounted the rostrum and harangued away. The cigar-passer and baby-kisser doesn't even put in appearance, which is deemed that much more of an asset. Instead, a three-act play is woven around the politico's campaign promises and presented by a fairly capable cast.

Taking the lead in this new formula of stumping is Upton Sinclair, who has hopes to be governor. First thing he did after taking over a floppo little theatre was to change the tag. That was the tipoff, as new monicker, Epic, represents initials of his slogan, 'Eradicate Poverty in California.' Play is called 'The People, Inc.,' and Sinclair's credo is expounded in thinly disguised stagecraft.

Sinclair workers are proud that they are working for a principle  
(Continued on page 55)

### BABE TOO GOOD FOR RADIO, SO HE'S OUT!

Babe Ruth turned out too big a click for Quaker Oats, so the cereal packer isn't renewing for him on NBC when the present contract expires, July 13. At the end of the eighth week the series had been responsible for the turning in by the kids of over \$25,000 Quaker Oats boxtops. Account figures that by the time the program fades the box top tally will exceed 1,000,000.

Quaker Oats had originally figured on using the Babe up until the World Series, but the results have been too overwhelming to warrant spending more money on this air connection. Commercial will continue to use the Ruth tieup on its strip campaign in the Sunday comic supplements.

Ruth's salary from Quaker Oats was \$1,000 a broadcast.

### NO BIZ; ACTOR SPURNS SALARY—GIVES CHECK

Macon, Ga., July 2.

Joe Penner released the Macon Red Cross from its contract to pay him \$3,000 for his program Friday (29).

There were only about 1,500 at the first performance and 500 at the second. When Penner learned of it, he tore up the contract and gave a personal check to refund the \$1,000 advance. Besides, he stood the expense of his own party, which amounted to approximately \$1,800.

### STREAM LINED STORY

Hollywood, July 2.

Universal will make a film based on the new stream line trains.

Yarn to be used was written by Roger Rolt Wheeler who goes to the lot today (Monday) to script.

### Air Troupe Doubles In Balto Theatre as Living Film Trailer

Baltimore, July 2.

WBFB's new brewery account, National Beer, set for 13 weeks, five 15-min. shows weekly, uses dramatic and comedy sketches, acted by members of 'Ronald Dawson's' other stock troupe from Washington. Players commute from Capital.

On Mondays the program is piped from stage of Loew's Century, loop vaudeville, and the vehicle is a condensed version of the picture pencilled in to the house for the following week. Deal with Loew's is straight, station, with okay of sponsor giving the theatre the program for its rebroadcast in return for loan-out by Loew's to WBFB occasional, other names, when playing vaude at spot, for a guest stint over air.

### 'Follies' to Sticks

Fanny Brice and the Howard Brothers have made arrangements with the Shubert's to pan for gold in the sticks with the 'Follies' this fall, encouraged in part by what Katharine Cornell found out there.

Closed a couple weeks ago, the 'Follies,' with its principal original leads, opens in Chicago in Sept. At the Dallas fair later.

# GBI Stations Turn Down Co-op Recording Plan; Membership Tosses Whole Works Into Bowen's Lap

Proposal that stations allied with Group Broadcasters Inc. go into the transcription making business on their own with subscribed capital of \$100,000 was turned down at a meeting of the GBI membership last week. It was decided, however, to get together again the latter part of July for a second consideration of the proposition.

Rejection of the deal that would have introduced the first co-operative recording venture in the industry came, as a surprise, to the GBI directorate. As the group selling project, now stands Scott Howe Bowen, who is responsible for its conception, remains in control of all the GBI stock, with no other alternative but to do all the financing of the GBI enterprise.

Refusal of the stations to put up cash for the proposition that would have included the outfitting of Byer studios with the latest Western Electric recording equipment is interpreted as presaging the disintegration of the GBI as a co-operative idea.

By its action of last week the GBI membership has virtually tossed whole thing into Bowen's lap. With the stations that joined Group Broadcasters, Inc., Bowen holds three-year contracts, cancellable upon 30 days' notice but stipulating that the existing outlets will not join a similar group selling plan within a year.

CBS Denies Interfering  
On the heels of last week's meeting of the GBI membership came a report that CBS had got to its affiliates among them and dissuaded them against tying themselves up financially in the project. This Columbia denies. Of the 37 stations associated with the GBI about 70% received their network programs from CBS.

With the support he had expected from the indie broadcasters not forthcoming, Bowen has arranged to operate his time booking business on a reduced overhead scale. He is moving out of his Chrysler building quarters to make the GBI offices on upper Broadway his sole place of business.

## Etting, Fiorito Maybe For All-Musical 'Fame' Setup Over Summer

Lehn & Fink's 'Hall of Fame' whirl on NBC Sunday nights may go all-musical for the balance of the summer. Under consideration for the spot is a combination of Ruth Etting and Ted Fiorito's band. Program would originate from the Coast.

If the proposition jells the new setup will make its debut July 15.

## BING'S THE BOSS ON NEW WOODBURY SHOW

Woodbury Soap through Lennen & Mitchell signed Bing Crosby last week to a \$9-week contract, which gives the singer complete authority over the program. Account has set aside \$200 for the program's cast, writing and production, with Crosby free to do his own picking of the other entertainers and the band.

Account's new series will take a Tuesday evening spot (9 to 9:30 EST), with Sept. 18 the starting date. Talent for the drama will be booked through the Rockwell-O'Keefe office, which represents Crosby.

## Balto Grows Up

Baltimore, July 2.

First local program in history of Baltimore broadcasting to be granted a regularly assigned spot on a major network is the Municipal Band, which will air each Sunday afternoon through the summer, fed by WBAL to the NBC blue band.

Bob Lansing, baton-twirler, has augmented the outfit to 75 pieces for the half-hour sustaining stint. Programs are to be piped from a public park casino.

## Chills on Rebound

Commercial broadcasting looks set for a return cycle of mystery and crime dramas in the fall. Being readied for revival are 'The Shadow' and 'Sherlock Holmes' series, while among the newcomers to the blood and thunder category will be a Philo Vance group of half-hour scripts written especially for radio.

Oldest of the ether's mystery series, Eno Crime Clues, will be back on NBC after its usual summer vacation.

## NBC PONDER'S HOOKUP RATES

NBC is considering putting a revised scale of station hookup rates into effect Oct. Boosts for the red (WEAF) and blue (WJZ) links will range between 5% and 7%. Red loop of 20 outlets, which now bills for \$3,380 an hour, will under the new price combination call for around \$5,700. Similar adjustments will be made in the recharging of the basic blue, and supplementary strings.

CBS is preparing to take like action about the same time.

## CBS TAKES 'JAMBOREE' FOR NETWORK SPOT

San Francisco, July 2.

CBS has accepted KFRC's 'Blue Monday Jamboree' as a sustaining transcontinental, and the Monday night show will hit the national waves next week (9) for first half hour 8-8:30 p. m., PST, latter half hour going to the Coast Don Lee chain alone.

Show was started at KFRC almost eight years ago by Harrison Holliday, station manager, who continues as m.c. of the variety hour. Program has played in auditoriums and theatres up and down the Coast.

First show will include such KFRC staffers as Holliday, Arnold Maguire, Helene Hughes, Jay Browner, Jean Ellington, Claude Sweeten's orchestra, Midge Williams, Edna O'Keefe, Ronald Graham and Bea Benaderet.

## 4 MILLS RETURNING

Mills ros. are due to return from their European tour Aug. 1. After a month's vacation the foursome will make it a route of theatre dates and one-night stands through the south.

## Small Station Owner Would Organize Can. Listeners to Fight 'Discrimination'

John, N. B., July 2.

Following a claim that the Canadian Commission has discriminated against the small radio stations of Canada, a conference is being called of representatives of stations of 100 watts or lower, in the Dominion. An effort to organize these small broadcasting entities, and also to weld the owners of receiving sets into two co-operating organizations is being made by C. M. Geldert, of Windsor, N. S., operator of CKCO, 100-watter.

It was Geldert who made the charge before the radio committee in the House of Commons at Ottawa recently that the CRC was discriminating against the small stations and also showing no interest in 'the man who pays the \$2

## 'Drums' to NBC

After three seasons on CBS, Central Union Life Insurance Co. is moving its Civil War serial, 'Roses and Drums,' over to NBC.

Dramatic affair will unfold on the blue (WJZ) link Sept. 3. One inducement for the switch in networks was the fact that NBC can supply a large-sized studio for invited audiences.

Cast of 'Roses and Drums' is one of the few in radio that does its acting before the mike in costume.

## C&S Protests NBC 'Round the Town' Sunday Nite Show

Because Chase & Sanborn coffee has complained that the sustaining affair is cutting in heavily on the C&S potential audience, NBC may have to move its Sunday 'Goin' to Town' round of the clock to some other night. C&S doesn't think the network is playing cricket when it stacks a strong sustaining setup against something that's bringing in the coin, and the account has, through its agency, J. Walter Thompson, asked that the competition be removed. It's the first request of its kind since the inception of the dual NBC link.

Java bean roaster believes that it has enough to contend with in the combination that CBS has thrown into the 8 to 9 p.m. breach without having to take it from NBC, too. To show that it can garner an appreciable audience of its own for this hour's strength, Columbia has for several weeks been routing over a coast-to-coast hookup a program framed around George Jessel and name orchestral units. NBC has slotted for parallel airing on the blue (WJZ) link Sunday nights a show which includes Ed Lowrie, Claude Hayes, Ryan and Noblette and Leopold Spitznagel.

Chase & Sanborn holds that as much as NBC may want to build up the commercial value of this hour's niche on the blue, it's not going to stand by and be the fall guy. If it's the artists that the web is interested in developing for commercial prospects, there are other nights in the week, thinks the coffee outfit, that will do equally as well. Chase & Sanborn is part of the Standard Brands combine and Standard Brands is by far NBC's biggest customer.

## S.O. OF N. Y. MAY GO OFF IN OCT. AFTER 7 YEARS

Standard Oil of New Jersey is switching its Soconyland Sketches to the Tuesday night half hour on NBC's red net, previously held by Texaco. Change takes effect July 10.

Sketches will have to leave this spot when Ed Wynn returns for the Texas Co., Oct. 11. 'Probabilities are that by this date Standard Oil will have taken the run for the series. It's been consistently on NBC for over seven years.

## Coast Station Uses Peanut Vendors To Milk a Profit From Free Mob

### Get Him a Rattle

A Monday night show on CBS has become the plaything of the client's son, whose claim to knowing all about what constitutes good entertainment and showmanship is based on the fact that he took a course in psychology at Harvard. So far this lad has worn out three script writers insisting on revising their stuff so that it conforms with concepts which he quotes from the textbook.

Scion has also allocated himself the casting and directing of the show, with the guest players, most of them stars from legit, being subjected to a similar routine.

Hollywood, July 2.

Popcorn, candy, peanuts, chewing gum. The traditional cries of the baseball game and the circus have now gone radio.

Introduction of the candy butcher to free see and hear broadcasts, which have been a thorn in the sides of the theatres on the Coast, is solving the problem of how to get some dough out of mobs that trek to these gratis shows.

KNX takes the bow for introducing the peanut and candy vendor to its more than 1,000-weekly audience, which rush to get a free look and 'hear' at the Saturday night 'Barn Dance,' air vaude show.

With the show going on at eight, broadcasters have been compelled to 'throw the doors open' at 6:30 p.m. to accommodate the crowd. That means one hour and half for the 'candy' butchers to ply their trade. Take night after night shows that the broadcasters can count on for a head being spent. Average attendance is 1,100—only 1,100 nickels going to the radio. But that's more than there was before someone thought of bringing in the vendors 'to sell chewing gum and crunching stuff to the auditors before and during the intermission.

But that's not the only way the stations here cash in on the station visitors who come to get a peep at broadcasting. Every major station waiting room or lobby has its candy and vending machines, marble games and other mechanical means of extracting nickels.

A checkup by the company putting in these machines on a percentage basis shows that each major station averages about \$5 a day for their end of the take.

## CROSBY ZOO SHOW LAYS A B.O. EGG

Cincinnati, July 2.

Crosby's WLW 'All-Star Radio Revue,' held for a week at the Zoo Pavilion, was a b.o. flop. Light attendance at the matinee and night performances on the opening Sunday caused cancellation of orchestra scheduled for later appearances. Dropping of the band boys cut down the loss by the station, which had a percentage of the take arrangement with the resort. The muskies' scale called for \$8 an hour per man.

Changes of talent were offered at each show. Among those who participated were Charlie Dameron and ork, the Charloeters, Hink and Dink, Musical Comedy Cameo of 'Prince of Pilsen,' 'Prarier Symphony with Harmonica Mac, Clyde and Carl, Rhythm Jesters, Lucy Turner, Oklahoma 'Bob Albright, Henry Thels and his Pure Oil Peppers, featuring Mary Aldous, Johnny Muldowney, Ponce Sisters and King, Jack and Jester, William C. Stoces and his Flying Dutchmen, Margaret Carlisle and John Barker.

Two direct broadcasts of the 500,000-watter's regular features were made during the Sunday night show by the remoting of Unbrink Melodies and the Crosby Zero Hour. Prices were 44c, 75c and \$1 in addition to the Zoo gate of 55c.

While a bust financially, the venture was productive of the most publicity given WLW talent by the local dailies since three years ago, when the sheets discarded radio news columns.

## EVEN STEPHEN

San Francisco, July 2.

One added and one deleted is the talent score for this week at NBC, where Clarence Hayes, singer and guitarist previously with the network is back for several morning solo spots doubling from Edgewater Beach club.

Cook and Alexander, mixed harmony duo, left yesterday (1) after several months on the payroll.

At Don Lee's KFRC, Ruth Royale, blues singer, checked out, returning to Los Angeles.

## MALTEX'S RETURN

Maltox last week signed for a 13-week return to NBC in the fall. It will be a Sunday matinee half hour on the red (WEAF) starting Sept. 2.

Frame will again use Dale Carnegie in biographical chatter and a studio orchestra.

## USE TELEVISION AS RACE PLUG

Los Angeles, July

Television has been used for the first time at least on the Coast—to plug a future event.

As a stunt in, putting over the motorcycle races of the California Association of Highway Police, a film was made which was televised for several days over the Don Lee stations, W6XS and W6XAO.

Plug consisted of shots of motorcycle racing and titles asking the public to buy tickets for the affair at the Coliseum here.

Perhaps the size of the audience will tell how many received the televised stuff sent over these stations every day. There seems to be no other way. Harry Lubcke handles the see and hear stuff, which, for this exploitation stunt, is only see.

## SHIRT CO. TESTING 40 STATIONS AS TO PULL

Chicago, July 2.

Stations are a bit jittery about the new Big Yank shirt testing campaign which starts on about 40 stations from Coast to Coast July 2.

Spotted through the Carroll Dean Murphy agency here, the company is out to test the pulling power of various transmitters and on the basis of the test will spot additional time this coming season. Will run six announcements in one week for plugs of 100 words. Several stations, through their local reps, are already saying the single announcements daily cannot be figured to pull inquiries.

## 2d Mrs. Rush Hughes

### Suing for Divorce

San Francisco, July 2.

Second divorce for Rush Hughes, m.c. of the 'NBC Shell Show,' is pending in Superior Court here, where Mrs. Hughes is suing and asking for a split of community property and custody of a two-year-old son.

Charged that Hughes makes \$1,500 a month on the Shell Show and the Langendorf Pictorial, which expired last week, and that he humiliated and abused her.

Hughes was formerly husband of Marlon Harris.

## L.&T. Takes Kingsbury

Chicago, July 2.

Lord & Thomas agency has added another account, Kingsbury beer, taking it over from McCann Erickson agency.

Kingsbury has been using a diversified schedule, but plans a larger campaign on the ether.

## NON-SPI BLOWS

William R. Warner Co. (Non-Spi) washes up its 'Low Story' series on NBC with the July 13 broadcast.

Program has been using screen names for the enactment of condensed plays and one-acters.

# 'PROGRESSIVE' AIR COMMISH

## KHQ-KGA Shill for Sponsors On and Off; Employees Told to Patronize 'Em

Spokane, July 2. Radio men are still in a fervor of devotion to their medium. While newspaper and magazine men appreciate their medium as an advertising force they do not burn with the almost religious glow which inspires people in radio. An example of how insistent radio leaders are in their devotion to the kilocycle and how earnestly they are going about developing the ether force is seen in the bulletin sent to all employees of station KHQ and KGA here.

Bulletin calls upon the employees to patronize the advertisers of the stations so that their success is the success of the station. Bulletin reads:

To Employees of KHQ and KGA: Our success—yours and mine—depends upon one thing; the success of those who buy time on our stations.

These firms buy time for just one purpose: to increase their volume of sales.

We have sold them this time because we are convinced of the ability of radio to do a selling job.

You can prove your faith in this conviction by demonstrating to these advertisers that their faith is well founded.

Patronize Our Advertisers! Whenever you have need for any product or service which is advertised over our stations, I trust that, all things being equal, you will show a preference for that firm advertising with us.

We can't prosper unless our advertisers prosper; and they can't prosper unless they get patronage. They have a right to expect patronage from those with whom they spend money to get that patronage.

Let's give them ours... as nearly 100% as possible.

## Borden Bows to L.&F. Competish; Shifts 'Fame' to Thursdays

Borden has decided to call off its Sunday night competition with Lehn & Fink's 'Hall of Fame'. Dairy company is shifting its '45 Minutes in Hollywood' affare (CBS) to a Thursday night spot, effective with the July 26 broadcast. Both programs, largely dependent on screen names, have similar schedules.

Change in time will have Borden competing with another dairy combine, Kraft-Phenix Corp. (Paul Whiteman).

## First Lady's Options

Mrs. Franklin D. Roosevelt will do her first broadcast for Simmons Beds Monday night (9). Release will be over NBC's blue (WJZ) loop from the English Village at the Chicago World's Fair.

Mrs. Roosevelt's contract calls for four more broadcasts after Labor Day with an option on her air services for an additional batch of four programs, providing she wishes to collect some more money for her pet charity, American Friends' Service Committee.

## NBC Gets Camay

Cincinnati, July 2. Procter & Gamble's Camay Minstrel program, started two months ago on WLW, is to be NBC waved from New York within a fortnight. The toilet soap blurb features Bruce McKinley in romantic ballads, backed by a string ensemble. Vocalist in reality is Morrie Neumann, young baritone. Blasting has been Monday, Wednesday and Thursday afternoons.

Six months ago P. & G. extended its Oxycodol program, a WLW originator featuring Ma Perkins, to NBC's Chicago base.

## Sud—tle

Atlanta, July 2. Advertising of beer is illegal in Georgia, but WMAZ, Macon, gets around it by naming a melody duo Bud N' Wiser. Pair go on the air daily for the benefit of local distributors. No other suggestion is made, but the public gets it.

The Blue Ribbon Band is another tune recently added. They changed their name from the Red Wagon Boys.

## CBS SEEKS FILM NAMES FOR SOUP

Hollywood, July 2. Budgeting its radio program to run three years, the Campbell soup people are in Hollywood lining up picture and other talent on optional contracts running two years. Ralph Wonders, head of CBS artists bureau, and Julian Fields, in charge of the chain's production department, are here with the soup heads.

Louella Parsons, film writer for Universal service, is set as a stars' interviewer on the air service. El Brendel will be chief comic. Set by Allan Simpson, of Joyce & Selznick, for 13 broadcasts; with options every 13 weeks for the two-year period. Ted Fio Rito will provide the music and Dick Powell the warbling. Air officials expect shortly to close with an actor to replace Lionel Barrymore, who is not permitted by his Metro contract to do either.

Film names as guest artists are being sought. Programs are estimated to cost around \$12,000 each, including wire charges for CBS air-line. Program will have a thread of story running through it, with all action occurring in a hotel, which will give the air promotion its title, 'Hollywood Hotel Broadcasts'. First air chapter will come late in September.

## STEPHANIE DIAMOND ON PENNER SHOW FOR RUN

Pittsburgh, July 2. Stephanie Diamond and Tom Wilmot, WCAE artists, have been signed for Joe Penner's program next season. Miss Diamond, actress and announcer at local station, will do the femme roles on the bakers' broadcasts, while Wilmot, continuity writer, will work with Parke Levy on the scripts.

Miss Diamond made her debut with duck salesman on his program from Washington Sunday (24), and was also on with him last night (3) for his farewell broadcast of summer.

Miss Diamond, a Pittsburgh girl, came here five years ago from New York, where she had appeared with Walter Hampden, and also on CBS old Arabesque program. Since then she has been a featured member of WCAE staff, both as an actress and announcer. Wilmot has been a continuity writer there for two years, also occasionally doubling in brass in sketches.

## Paley on Coast

Hollywood, July 2. William S. Paley, CBS prexy, here for a month's vacation. CBS local officials deny vehemently that his presence has anything to do with the reported purchase of KJF.

## REPLACES OLD ETHER BOARD

Group Appointed by President Includes Geo. Payne, Ex-Critic and Playwright—Commish Oversees All Communications

### SEVEN MEMBERS

Washington, July 2. New Communications Commission probably will not formally organize before the end of this week, Radio Commission attaches said today (Monday).

With only Sykes and Brown on the scene, doubtful if quorum will be sworn in before Friday.

Washington, July 2. Appointment of the new seven-man commission to regulate radio, telegraph, telephone and cable communications was made by President Roosevelt Saturday (30), simultaneous with abolition of Federal Radio Commission.

New communications regulators will be: Judge Eugene O. Sykes of Mississippi, chairman of FRC; Thad H. Brown of Ohio, member of FRC; Paul Walker of Oklahoma; Norman Case of Rhode Island; Irvin Stuart of the State Department; George Henry Payne of New York; Sampson Gary of Texas.

Commission begins functioning as soon as four of the new body take oath of office, which is expected before middle of the week.

While technically the present radio commission went out of existence at midnight Saturday (30), its personnel and procedure hold over until changes are made by the incoming group. All regulations and policies continue in effect until new procedure is announced, while pending cases retain their present status and will be handled as formerly.

Grave questions about the fate of applications pending Saturday were answered by the legal division which, following a hurried study of the act, said that the Federal Radio Commission continues as the regulatory body until four commissioners have taken the oath of office.

No Changes Expected There is no expectation that any sweeping changes in procedure will occur in the immediate future. One of the most likely early orders will pertain to exemption from quota calculations of local transmitters of less than 100 watts. In anticipation of this modification a number of applications have been formally presented.

The new body will have a distinctly progressive complexion, although conservative checks will be strong. Judge Sykes and Walker are exponents of stringent government control, while Brown is essentially an advocate of close government supervision, as is Dr. Stuart.

Case, who was defeated for reelection to the Rhode Island governorship in the Roosevelt landslide, is generally regarded as a typical conservative Republican, having engaged for years in lucrative law practice.

Payne is known as an authority principally on political subjects, although he at one time served as music and dramatic critic on the New York Evening Telegram and has written one play and a musical comedy. Gary has a long record as a diplomat, having served in various foreign posts and at one time was a special counsel for the State Department before he retired to take up private practice.

## NBC Tells Artists Recording for Discs, Other Than Victor, Is Out

### Over the Counter

Nashville, July 2. Broadcasts from the actual bargain counter in the store have proved such a success with the Nashville Sears store, management has increased the time from five to 15 minutes each week-day morning at 9 o'clock.

Herman Grizzard describes the bargains, while Harold Culver serenades the customers and listeners.

Chicago, July 2. NBC is taking an active offensive against recording companies other than RCA Victor. Having now assumed a sales authority in Victor, the NBC departments not directly associated with the sales end are getting into the fight against rival recorders. The local NBC program department is leading by trying to tie up performers so as to prevent them from recording for rival firms.

New ruling is that NBC contract talent may not record anywhere but at the RCA Victor lab, except with permission of NBC.

### NBC Wins Disputes

This ban follows the order by NBC prohibiting other recorders from coming into the studios to pick up a commercial on NBC. In all previous disputes with agencies over the question of which recording lab is to platter shows on NBC, the network has always won out.

The test case was the 'Frank Merriwell' show for Dr. West through J. Walter Thompson. Agency wanted a recording lab other than Victor to do the show, but NBC ruled it must be Victor and furthermore that the platters must be spotted on NBC or indie stations and not on CBS transmitters.

It appears that CBS has decided to stay out of the recording picture, despite reports of tie-ups with both Columbia Phonograph and World Broadcasting for recording deals.

## GIMBELS TAKE 100% WIP CONTROL

Philadelphia, July 2. Gimbel rothors will buy out the 60% interest of the Keystone Broadcasting outfit in WIP to assume full control this week. Price understood to top \$100,000.

Plans call for Ben Gimbel to take over managing job, supplanting H. Bart McHugh, Jr., who will move to WCAU's sales department. Arrangements previously made with George Storer will probably bring WIP with WMCA hook-up, taking the connection from WFEW which has been operating the Philly outlet for Storer during the past two weeks.

Gimbel was ousted from presidency year ago when the Keystone company took over the management of the station that followed with McHugh upping from vice-presy and a wholesale shakeup of staff. Deal now calls for WIP to continue as secondary CBS outfit if no WMCA shows are carried.

## HARRY SPINGOLD DIES IN WOODSTOCK HOTEL

Harry Spingold, 50, head of the radio department of the William Morris office, died Sunday (1) in Woodstock, N. Y. Returning from Chicago with wife by car, Spingold had intended to vacation in Woodstock for a few days. He suffered a fatal heart attack shortly after checking in at a hotel there.

About two weeks ago Spingold while at work had been stricken with his first serious heart attack. His associates in the Morris office urged him to go away for a rest, and he decided on a trip to Chicago, his home town, with Mrs. Spingold.

Surviving, in addition to the widow, are a 28-year-old son and a brother, Nate Spingold of Columbia Pictures.

Spingold originally was an actor, playing in vaude with his wife as a team. Later he drifted into the agency business in Chicago, becoming a Western Vaudeville rep there. He was in radio at the start, heading the artist bureau of WGN, Chicago. He was at the station in that capacity when invited to New York office three years ago by the Morris office, which was then organizing its radio department.

Services will be held in New York Thursday (5) at Riverside Memorial Chapel.

### LOVER'S GOING NET

Hinze Ambrosia, Inc., will within the next two weeks extend the release of its 'Your Lover' program to an NBC hookup. Pash warbling frame for the past several weeks has been limited to a thrice weekly airing over WFEA, New York.

Hiding behind the 'Your Lover' tag is Frank Luther, tenor.

## IT WAS JUST 1 MORE SURVEY

With both CBS and NBC, a couple of ad agencies and several stations individually financing the stunt, the Ross Federal Service Thursday night (28) made a study of the listening habits of persons who have available for tuning in the same program on three local stations. Survey covered 19 cities and involved 3,000 telephone calls, put through immediately following President Roosevelt's nationwide radio talk.

In seeking to find out what station the majority of local fans would turn to under such circumstances, the Ross Federal office had overlooked one highly influential factor, and that was the fact that on Thursday nights NBC's red (WEAF) link, with its battery of three successive hour shows, Rudy Vallee, Fleischmann, Maxwell House's Showboat and Paul Whiteman-Kraft Products, holds an edge in the cross-country listener situation. And as it would logically follow, the telephone returns showed that the outlets on the red loop had the vast majority of tuner-inners on the President's chat.

Agencies that helped shoulder the cost of the phone checkup and thereby became eligible to a copy of the event's compilation were Lord & Thomas and McCann-Erickson.

### BEV. HILLS STATION SOLD

Hollywood, July 2. S. A. Sherer, auto financing firm, has purchased KMPC, Beverly Hills, from the McMillan Petroleum Co.

## "Variety"

### FOR SUMMER

Place a subscription for 'Variety' over the summer - (3 months)

\$1.50

Mail remittance with name and summer address.



## Radio Reports

**LUD GLUSKIN.**  
With Henrietta Schumann, iquita,  
Three Marshalls  
30 Mins.  
**COMMERCIAL**  
WABC, New York

In Lud Gluskin there's a first-rate piece of radio property. The fellow's music has color, class, scintillating melody and the kind of things that come under the head of distinctive style. But as much as all these qualities give promise of lifting him to high favor with loudspeaker audiences on this side, Gluskin may find the going tough because of poor judgment on the part of his present and initial commercial contact, Ex-Lex.

The laxative premiered this new entertainment combination Monday (25), after playing around for almost a year with a variety policy. Account called its old setup the "Big Show," which was a smooth, derived from the fact that the program packed a flock of people and specialties. Unfortunately for Gluskin, the quantity idea has been flowing, well balanced and engaging specimen of musical diversion.

Henrietta Schumann piles the keys with a tone and technique that register effectively. On a show motivated by the variety idea, interpolation would be all to the good. Same applies to the mixed harmony team, the Three Marshalls. But with the quality and the style of music that Gluskin has to offer the program would be best off were the entire half hour left to his orchestra plus a single voice for an occasional inclusion. In Chicuta, Cuban warbler, who once did the vocals for Don Aspias's unit, Gluskin has a happy pick for this assignment.

Aside from one number, which was inserted so as to give the Marshalls their inning at the mike, the orchestra's introductory repertoire reflected a neat bit of dovetailing. Continental flavor of the combo's instrumentation was brought into arresting relief by the treatment given the waltzes and tango. In either class of musical fare Gluskin proved himself an accomplished peer on the American airbands. Gluskin has musicianship and a keen feel for mike showmanship and all he needs is a break from the sponsor who is bent on putting the program together.

Account could also ease things by contriving some less painful method of forcing the plug. After the second number he should have injected himself with over 300 words of awkwardly phrased and repetitious reading matter. It was the sort of intrusion that they will resent. *Odco.*

**HAM DALTON**  
TAM  
Sustaining  
WMCA, New York

Ham Dalton apparently couldn't decide whether to pattern himself along the lines of Father Counlin or the Voice of Experience, and he solved the dilemma by making his act a mixture of both. Dalton describes himself as a news commentator, and WABC is helping him carry out the intent by picking him up late in the evening from WEPN, Philadelphia, and taping him a representation of the American Broadcasting System.

If it's the small-time flavor that the A.B.S. is after it has an ideal example in Dalton. (With Dalton the news commentaries are just an excuse. It serves merely as a mooring for a geyser of noisy, flowery gab that covers a wide field but says nothing. Out of his verbal world comes one nonsensical cliché after another until the sounds as though he is reading verbatim from the Congressional Records. *Odco.*

**BASEBALL RECREATION**  
5 Mins.  
**COMMERCIAL**  
KEX, Portland, Ore.

Recreating exciting moments of baseball history is the idea presented the Home Plate restaurant, for a weekly five-minute broadcast over KEX. The time of each Sunday broadcast varies. Plan is to schedule it for the five minutes just before the baseball broadcast begins. Each program recreates some thrilling moment in baseball history, such as the "seventh-inning" of the second game in the world series of 1914 when the Braves played the Athletics for the pennant.

Each broadcast is historically accurate, the material secured from newspaper files and read in the form of a radio broadcast of the game rather than as a dramatization. But that doesn't rule out sound effects. Bands, crowd noises, cheering and the excited voices of the sports broadcasters are all a part of the program.

**MEYERS-HODEK ORCH.**  
Kathleen Shaw, Melodimen, Harry Johnston  
Music  
30 Mins.  
**COMMERCIAL**  
WOW, Omaha

This half hour show at 8:30 p.m. Wednesdays is an orchestral and vocal musical show modeled after the big-time network programs. From a local standpoint it is quite pretty, and by comparison it stands up very well. Reason is largely Harold Fair, local boy, who directs the whole show including the band and who also builds the show in his own office at the Bockel & Jacobs agency for the Nebraska Power Co. Power company is one of the few large biz outfits in town which has the coin and is spending it on radio advertising.

Instrumental set-up numbers 16 of the town's ranking musicians in a symphonic orchestra which plays for the show. Basis for the orchestra is the Meyers-Hodek group, but as both of these bosses are instrumentalists direction is left to Fair. Fair's vocal cast is completed by the Melodimen, WOW's combo, enlarged for this program to a singing quartet of eight voices. Original four have their own part in the show, and ensemble backs up all other vocals. Guest artist this program—and there is one scheduled each week—was Harry Du-Boff, baritone, who uses same type of music as Miss Shaw.

Commercial company is cut in with a dramatized plug in the center of the show and with a short legend recited by the announcer at the end. Announcer is Harry Burke, of the studio staff. Program is announced as supporting not only Nebraska Power Co. but Citizens Light and Power Co. of Council Bluffs, as well as appliance dealers in this vicinity. Intangible advertisement, be sure, but with a program of the kind sponsors should get plenty of good will in return.

**HOLLY SMITH**  
BETTY BURKE, Thorpe Westerfield  
Music, Comedy  
15 Mins.

**COMMERCIAL**  
WBT, Charlotte, N. C.  
This is the rebuilding of the program that Holly Smith ran on the sustaining list for several weeks as "Sing, It's Good for You." It has been sold to the sponsor, for promotion of Wheaties, cereal, and revised to provide more burlesque. Goes on at 11:15 to 11:30 a.m. every day of the Sunday and is designed for housewives. It started purely as a "sing" program. This has been trimmed and a burlesque added to housewives added. The continuity points out that the songs were by the housewife, numbers being played with a tempo to sweep by, or wash by, etc.

Informal songs are largely requests from Smith's library of old songs, dating back to 1900.

**EMMY AND EZRY**  
Comedy  
**COMMERCIAL**  
WGAL, Lancaster

This is a program for local appeal. Emmy and Ezry do Pennsylvania Dutch skit weekly. Bakery now footing the bill. They do a 15-minute script which has social and topical elements, directed by Cliff Throbbin, who does Ezry. Emmy (Grace Bowman) sits in on writing sessions and helps on dialog.

Unique feature is the representation of more than 30 Bauerville residents by the pair. At least 10 appear in each program and rotation gives whole town a speaking voice at least once a month. Program has strong listener appeal with Dutch comedy flairs and has many friends among the Dutch elements of the town. On the air nearly three years.

**YOUR LOVER**  
Frank Luther  
Songs, Talk  
15 Mins.  
**COMMERCIAL**  
WEAF, New York

Such as the commentary may be on the mental level that encourages the past trips that "Your Lover" dishes out, this program has developed into a heavy mail puller. It's a sort of stuff that leaves itself wide open for kidding, but the results of a strictly local campaign have been amply impressive to induce the sponsor to extend the act's release to an NBC hookup.

Frank Luther, whose mike career has included membership in eight comedy acts and milky song dramatizations, is the "Your Lover" in both tune and patter. His idea of achieving intimacy is by keeping the talk volume close to a whisper and by imploring his "lad" to lean over close to the radio and let him take her into his arms.

This coaxing, pleading and aethmatic vaporing goes daffily enough into his repertoire of popular romantic ditties.

Plugged by Hince on this series are a couple of his cleaning creams. Sales copy is in keeping with the level of the rest of the program: "Be lovely when you meet your lover. Use the Aftershave and cleanser and deep-cleaning cream." Announcer signs off with the suggestion that they write "Your Lover" a letter. Mail bags to date attest to at least one fact, and that is there are thousands of cases of suppressed desire in the New York area alone from which radio can still get a concerted rise. *Odco.*

**TEXAS RANGERS**  
15 Mins.  
Sustaining  
KMB, Kansas City

Range songs, music and the wise cracks of the cow punchers around the chuck wagon and in camp, feature this quarter-hour release on the Columbia system west of this city, five days weekly at 5:15 CST by KMB.

Marion Fonville, Dixie-accented announcer for the station organized and leads the Rangers. The bunch do some nice harmonizing with their songs of the hills and plains.

**'MONDAY MATINEE'**  
Ted Talbot, Agnes Davis, Four Showmen, Canadians, George Johnston, Jan Savitt's orch.  
30 Mins.

**WCAU, Philadelphia**  
This is one of a series of new shows created since Jan Savitt's orchestra came in several weeks ago. The program utilizes some of studio's best talent to produce an easy-flowing, midday afloat that's calculated to be easy on the ears. Program acts as a show piece for the new orchestra, with soloists trapped around in neat fashion. Talbot, tenor, takes the romantic angle with much savor and the heavy build-up of the announcer who injects unique copy all through the show. Agnes Davis' bit doesn't offer too much to the singer, with one number hardly suited to high soprano on a pop program. She combines later with George Johnston in a love duet that clicks nicely and leaves a fairish taste. Program arrangements of lyrics incline to the ying-and-ying policy and lose slight effectiveness.

The Canadians harbor a solo trio spot with only fair results. Recent changes in the orchestra's staff group have not produced the desired reactions, nor do their current arrangements possess the former originality. A closing ensemble number, with the orchestra that missed fire, the fault resting primarily with an intricate, choral bit that evidently was lacking in proper rehearsal.

Savitt's orchestra stands out as the matinee's prime portion. Crew is composed of 10 men recruited from the best in Philly, with the leader taking his first fling out of sympathy for the studio. The ranks far above anything WCAU has ever boasted. Arrangements are top-notch.

**Whiteman, Aylesworth**  
On KOA Dedication

Denver, July 2.  
Formal dedication program of the new 50,000-watt transmitter of KOA will be put on July 7-5, 9:30 to 4 a.m.

Program will include Paul Whiteman, who was born in Denver, and his orchestra, and among talks will be one by Merlyn Aylesworth, proxy of NBC, also formerly of Denver.

**Opera Calling Taylor**

Deems Taylor leaves the Kraft-Phenix show (NBC) either this week or next. He wants to dissociate himself from all other contracts so that he can devote himself exclusively to the writing of an opera.

Because of the uncertainty as to how long the task will take, Taylor and the account are not talking about his coming back. He has also a bid from Atwater Kent.

**Jo Huston's Buildup**

Josephine Huston, prima donna, is being groomed for the air by NBC. Date of her debut has not yet been set.

Declining to go on the road with "Ziegfeld Follies," after replacing Jane Froyman in that show during its New York run, Miss Huston was to go into "Life Starts at 8," a new Shubert musical, which was slated to begin rehearsals yesterday (Monday).

**LOTTMAN'S BRANCHES**

George Evans, partner in George D. Lottman's p.a. biz, is leaving in mid-August on an assignment to establish branch publicity offices in Chicago, Los Angeles and possibly Pittsburgh.

## Radio Showmanship

(Merchandizing and Program Tieups)

Theatre Tieup

Paramount theatre and station WOW got together on one of those stunts which are welcome to all fans and which also prove of service to both parties concerned. Stunt was nothing more than a party given by the theatre and advertised and publicized solely through the radio station. Idea was simply to test drawing power of these two institutions and to give the house added publicity.

Party was a special morning showing at 10 o'clock before opening of "Dr. Monica" (WB), for women only. Theatre wanted to see if the name of the theatre and picture blasted over the ether meant anything to female listeners and as a means of drawing attention to the picture. All a gal was required to do to see the film was to phone either the theatre or the station and give her name and address, in return for which a postal card good for one admission was sent to the telephone party. In this way theatre, as well as station, got some idea of what areas heard its regular radio advertising and from what areas its interested patrons came. The station made use of the tieup to make several tests, primarily to see at just what hours announcements received the greatest response. Results of the tests were an announcement at 5 p.m. garnered about 90 replies in less than the first hour after the broadcast, while one at 1 p.m. materially boasted 100 and at 8 a.m. showed even greater returns.

Station got immediate replies by stating only the first 1,000 women called in for the party, while the house capacity is in excess of 2,500. Actually, about 1,000 fans attended.

Theatre Manager H. J. Davidson engineered the stunt with Harry Burk acting manager of the station in the absence of John Gillin.

Cars and Gags

Des Moines, Iowa.  
KSO has a new participating announcement program that is hitting on all cylinders, although the cars being given away by the program may not be known as Joe and Dan's Joe Pierson and Denver Darling present a musical, clowning combo, gagging about the second-hand cars given away each week in the program. The duo, who either they think the car will run from the station to the home of the winner without collapsing, etc. Even announcements are in funny vein.

Let's face it, the contest is not total, as nearly as possible, every figure included in the 15-minute broadcast daily over a week's period. The contest is for the ad dresses, prices, etc. The first week's return brought over 1,000 letters. Contest is now in its second week. The duo, who either they think the car will run from the station to the home of the winner without collapsing, etc. Even announcements are in funny vein.

Station bought the cars outright and the car to be given in the current week contest is picked on downtown streets all week with a banner announcing its destination. Contest establishes appreciation of listeners and encourages their participating announcement program, since many of the contestants send in their totals in a manner tying up with the type of program.

Big Brother Club

Kansas City.  
Big Brother Club, KMB's kiddies organization with a membership of over 40,000, is now sponsored by Phillips Chemical Co. Butts (Vance McCune) has been recruited to the program for the new series to do the blackface comedy with Big Brother Jack Starr as straight man. Three activities for club members include baseball games, pictures, swimming, roller skating, ice skating, hockey games and picnics. There is a baseball school every Saturday morning with members of the Kansas City American Association team as instructors.

The quarter-hour programs are daily, except Sunday, at 5 p.m. and a special broadcast of Saturday mornings from the baseball school. When the association team is playing here the program is given from the ball park, with the crowd as spectators.

Ballooning 'Skippy'

New York.  
Phillips Dental Magnesia (Charles Phillips Chemical Co.) stages its first national balloon race with the kids, July 4. Tieup involved the commercial's Skippy serial on CBS. Total of 1,200 balloons will be set adrift in the 12 cities releasing the program. Each balloon will be a "Skippy Derby" ticket containing the name of the station and city on one side and the return address of the Phillips Co. on the other.

Kids finding the tickets are to receive gift packages and a sample of the product. Balloon releasing event will be preceded by three days of jollyhoo on the Skippy stanza.

How Air Helps Beer Big

Wayne.  
Heat wave experience hereabouts during past several weeks has naturally zoomed sale of beer, which in a way reflects on advance of radio use for exploitation. All the breweries are utilizing the ether and results are gratifying. Latest figures released on excise revenue collections are the highest for any 15-day period since the brew was legalized.

Outstanding local air program over WOW is the Kamm-Schellinger account of Mishawaka, which is now in second position in the state. This is in the matter of tax collections, but also shows that this brand is going big. Type of program used is a sports tieup with the usual tie-ups and beer mentions.

Next in line is the Centivore brewery, which got started late but is now in full swing. Krausmeyer and Cohen's rise is this brewery's plug.

Of special notice is the Berghoff Brothers' program, which features Mary Berghoff, wife of brewery head. Chicago agencies declared it was impossible for a woman to successfully push a beer program, but company went ahead anyway. Program now runs among the most popular in the state and recently added a Sunday noon hour for good measure. Name and following of singer has considerable to do with this one.

Berghoff Brewery, owned by Chicago capital, and not connected with the other firm here, uses WGN as its outlet for the East-Whittington retail spots. Periodic rush on breweries during these warm spells may give added impetus to radio.

Adv. for Advertisers

Omaha.

John Henry, manager of the Omaha studios of KOIL-KFAB, has taken over the task of writing and devising the publicity for the new program, which is being introduced by the Missouri Valley Broadcasters Association. The plan is the enlargement of one began by the Lincoln stations of the Union Holding company and now adopted by WVEA, whose president, Des Dicks, is boss of the holding company. Vice-president of the association is Art Thomas of WJAO, Norfolk.

The association's plan will be to sell the territory to advertisers and ad agencies by means of a circular letter to every advertiser, with a plug in the station members of the organization. It's advertising directed at the advertisers. Each edition of the monthly letter will be sent to every ad agency in the country, making a mailing list of over 2,000.

Seeing the Dealers

WBT, which sold a program to General Mills, is planning Wheaties, breakfast cereal, under a 13 weeks contract, has mailed cards to every wholesale grocer in North Carolina, asking them to join them of the program and suggesting displays and special attention for the product, in connection with the radio promotion.

In addition, two representatives of the station called on the Carolinas headquarters of chain retail grocery groups, operating throughout the state, and asked them to set store units be instructed to present special window and counter displays in connection with the WBT program.

Representatives also called on independent grocers in the Charlotte vicinity and distributors handling the General Mills line.

Saving Money

Getting around high wire tolls: When makers of Vapo wanted their Hollywood Newshawk program, playing two days a week from KOIL, Seattle, to go to KXIO, Spokane, the Seattle station shot one script weekly through the mails to Spokane. There it is put on just as it originates. Alan Howard is the Newshawk.

Here and There

John Kettiewell has been appointed western representative by WWA, Wheeling, W. Va., one of the outlets operated by George Storck. Kettiewell will maintain an office in Chicago.

Phil Simmons has quit his announcing job with WINX, New York, to go on an expedition through Brazil.

Stan Thompson, top announcer of WCCO, Minneapolis, has been transferred to WJMB, Chicago, chain announcer at an increased salary.

## 3-WAY BATTLE FOR MINN. TALENT

Minneapolis, July 2.

Acquisition of WRHM, local independent station, by the Minneapolis Tribune and St. Paul Dispatch, Twin City newspapers, and determination to raise it to the big league entertainment class is precipitating a hot scrap among the three leading Twin City stations for local talent. It's a break for the home-town performers and salaries have already started to skyrocket.

Earl Jenks, former WCCO sales manager, has been made program manager for WRHM. A new studio already is in the course of construction, and as the first step in building up the quality of sustaining programs a 15-piece symphony orchestra has been engaged. Report also has it that the station is negotiating with NBC for red network membership. KSTP, St. Paul independently-owned station, now uses parts of both the red and blue network programs. WRHM drawback at present is that it hasn't full air time.

Prior to the entry of WRHM as a formidable contender in the radio entertainment field, WCCO, local Columbia chain station, and KSTP were understood to have an unwritten agreement between each other not to bid for the other's talent. It is reported that this agreement now has gone by the boards. Another bidder for talent is the Midwest Broadcasting Company, a Harold Pinkelstein organization, which manufactures disc programs for electrical transcription presentation.

### MUSICIAN MAKES GOOD

Omaha, July 2.

New addition to staff at WAAW is James Douglas in capacity of director of production. Douglas comes from the east, where he formerly played with Fred Hamm's orch. and for a time worked in similar capacity at WOW, here.

## PAUL LUTHER INJURED IN FREAK ACCIDENT

Omaha, July 2.

Paul Luther, announcer of KOIL, is confined to Lord Lister hospital as the result of an accident which occurred when he attempted to leave the elevator on the 11th floor of the Omaha National Bank building, which houses the combined Omaha studios of KOIL-KFAB.

Luther, due at the station to put one of his programs, was late for the opening, and in his hurry attempted to open the door of the elevator before it had reached the floor level. Elevators in this building are so connected that they immediately begin to descend when they have reached the 11th floor height if the power is not shut off. Luther's haste prevented the night watchman, who was operating the elevator, from shutting off the power, and as the only alternative the operator, D. W. Bohner, 78, pulled Luther back into the car as it was descending.

In being pulled back into the car Luther suffered severe cuts on the arms and legs. He is severely though not dangerously injured. A part of his condition is due to the nervous shock which he suffered.

## HERRON OUT OF WPEN, MAY GO WITH ABS

Philadelphia, July 2.

Series of business policy differences between himself and Clarence Taubel, majority stockholder in the station, was climaxed Saturday (30) by the resignation of Paul Herron as general manager of WPEN. Taubel has designated himself operating head of the outlet and rejuggled the executive personnel, with Lou Jacobson moved in as program director and Paul Alber replacing Bill Bailey as head of publicity.

Herron most likely will join George Storer's American Broadcasting System in a sales capacity. Indications also are that ABS' Philly alliance will be switched from WPEN to WIP. Contracts to that end will probably be signed this week.

## Pillsbury Flour Moves Announcer with Show

Chicago, July 2.

Pillsbury flour's 'Cooking Close-Ups' show has been moved from WCCO, Minneapolis, to WBBM here.

Has brought Stan Thompson in from the Flour City to continue as announcer. Both the account and the agency insisted that WCCO permit Thompson to make the switch. WCCO and WBBM are CBS stations.

## NBC Keeping Its Survey a Dark Secret

NBC is turning down ad agency requests for a look-see at the field strength surveys which the network has made of its affiliated stations. Among the interested bidders for a peek week was Benton & Bowles' research department. Web's answer was that the maps have not been sufficiently rechecked and analyzed for a going-over by outsiders.

Engineers on the signal measuring assignment completed their task several months ago, but the NBC high-ups became chary about releasing the findings following the receipt of a squawk from one of its associated outlets. Station operator in this case complained that the info collected by the web was being used by a competitive broadcaster in the same town as a sales argument for local and spot business. With both outlets connected with NBC, the field surveys financed locally by the network gave the latter broadcaster's transmitter a wide edge in coverage over that of the opposition station.

Attitude which the web took after this incident was that the surveys would be kept strictly inside and for use only in helping NBC determine its revised scale of station compensation for hookup time.

## Chi Indie Stations Corral Spot Biz As Sponsors Seek Time Guarantee

Chicago, July 2.

Looks like the day of the independent has arrived. Especially in this town where the market is large enough to attract important local advertisers. Business on the indie stations, particularly such important ones as WGN and WJJD, has built heavily in the past few months and is continuing to climb.

This is due to the fact that the other stations, tied up with networks, have not been able to deliver to local advertisers any of the rights and privileges that the network advertisers receive. Particular burn-up for spot advertisers in Chicago is that neither the CBS nor NBC stations is in a position to guarantee them their local time. All contracts for local time on WBBM (CBS) or the NBC stations, WMAQ and WENR, have ifs and buts which shift the local advertiser out of his hour and even off the station if a network show should happen to come through. WBBM has tried to overcome this objection by offering a 15% rate reduction to local advertisers who will allow the station to shift the program time at will.

### Advertisers Nix Shifts

But the advertisers have not gone for this shifting idea. They want to be certain that if they contract for an 8:15 p. m. spot they will continue to get that time instead of being shifted all over the clock each week. For this reason such stations as WGN, WJJD and WIND have been growing in revenue rapidly, and all of it on spot business. Understood that WGN has jumped more than 60% in gross above last summer; WJJD last week hit a new high in billing while WIND, which had been operating in the red due to heavy engineering costs, had shot up into the black and is showing pleasant profits.

While network stations show decreased grosses during the summer as the chain shows drop off, the indie stations are continuing the revenue rise.

## Spanking Papa

Cincinnati, July 2.

Robert Bentley is a better mike performer than he is an obliging father. As Uncle Bob, he reads the comic section of The Enquirer every Sunday morning over WPBE. A former legit actor, Bentley injects a wide range of dialect.

Getting home after his first such broadcast, he was met by Jackie, his four-year-old son and favorite juve critic, who frowned:

'Gee, dad, it was swell, but why didn't you ever read 'em like that for me?'

## CROSBLEY HOLDOUT JAMS UP NBC'S A-K DEAL

Powell Crosley's refusal to let his station, WLW, Cincinnati, plug any brand of radio set other than his own, is jamming up a deal between NBC and Alwater Kent. Latter had stipulated the Cincy 500,000-wattage as one of the outlets it wanted for a program it is debuting in September.

Crosley has always held that it would be inconsistent for him to take any outside receiving set business when, since the inception of WLW, he has associated the station with the Crosley set.

Unless Crosley can in the meantime be persuaded the other way the A-K half hour stanza will get its Cincy release through WCKY. As he did in the case of the original Alwater Kent series, Josef Pasternack will baton the coming program's symphonic unit. Rest of the cast will consist of Deems Taylor as narrator and guest concert singers.

### Acce Take It Easy

Easy Aces wind up Friday (6) for Jad Salts on CBS.

It's a vacation, with the team slated to return for the same account in the fall.

# THE BROADCASTER OF 1776



# WCKY

Cincinnati

## DOING THE REAL JOB IN 1934\*

just concluded a twenty week tour of personal appearances and am gratified that in the majority of the theatres house records were broken.

•

a temporary intermission of my radio program for standard brands over nbc network started july first—when thirty-nine weeks on the air were completed—during which period it was my good fortune to be the winner of the major radio popularity contests.

•

starting the hollywood trek july fifth to do "college rhythm" for paramount pictures.

•

in october resume for standard brands over nbc network.

**joe penner**  
**the duck that never lays an egg**

## Radio Chatter

## New York

WBSG, Elmira, in a search for talent, staged a 'Free for All' audition broadcast. No advance audition took place.

WCAU, Canton, broadcast an address by Kent S. McKinley, producer of the Summer Civic Playhouse in Clayton, N. Y., plugging his stock season.

Karl B. Hoffman of Albany, chief engineer of the Buffalo Broadcasting Co., married recently with a member of the WGY studio staff, at Gloversville June 23.

Raymond K. Strong, of WGY's technical staff, left Schenectady in an automobile for a vacation with his wife and the triplets who were born to the couple a year ago.

Jimmy McHugh and Dorothy Fields authored the original tune that Max Baer did Sunday night (24) on the 'Hall of Fame' whirl (NBC), and also his forthcoming stage personal app. Same team responsible for score of 'Frisenghler and the Lady' (Metrol) in which Baer made his screen debut.

NBC's summer schedule brings 'Morning Glee Club,' male group under the direction of K. K. McCloud, back for early-morning broadcasts, daily, over the red web.

Lightning struck midway between the 225-foot towers of the WHAM, Rochester, transmitting system, smashed insulators and piled up half a ton of aerial on the ground. Crew had to rig up temporary system for the rest of the day.

Jack Lee, WHAM announcer, back from vacation trip in the South.

Ken Loysen succeeds Clyde Morse as WHAM program manager. Allen Benson, actor, takes Loysen's place as transcription librarian.

Artie Collins band off WHAM during summer engagement at Hotel Manitou.

Tim and Della (Lenn Mack and Ethel Hinton) goes off WHAM July 23 for summer travel.

Irving Caesar auditioned an original musical script for NBC.

Tony Vons vacationing at Eagle River, Wis.

Tommy Rockwell and Corky O'Connor adding five offices to their layout.

Jack the Greek gave the NBC artists service a loss of his dialect, with the program originating from WBEZ, Boston.

Larchmont, N. Y., has become a favorite territory for New York radio men. Among the residents are Leslie Fox of WMCA, Jesse Kaufman of the Hearst chain, William S. Hedges of NBC, and Howard S. Meighan of J. S. Gilling Getchell.

Hubbell Robinson, Jr. (Young & Rubicam) making his vacation a trip to the Coast.

## Pennsylvania

Duby Van, soloist for WDEL, Wilmington, jumps to CBS Dixie network, on daily sustaining. New program originates at WCAU, Philadelphia. Van also does vocals with George Kelly's orchestra.

Geo. H. Jaspert, veteran radio man, joined WGAL, Lancaster. Jaspert helped present first scheduled program on KDKA, Pittsburgh, 14 years ago.

Philadelphia Record (Sunday) using WGAL to write new radio film insert in Lancaster, despite strong connections between Lancaster Newspapers, Inc., and WGAL.

Ed Gundaker, technical chief of WGAL, Lancaster, passed stogies when new daughter arrived Sunday (24).

'The Queen and Her Henchmen' is the handle on new program recently added to Marvella O'Connell's WGAL string. Blues warbler now appearing in about six program places weekly.

I. D. Levy to Europe for vacash, with frau.

Jimmy Begley, WCAU announcer, due for marriage this month.

Norris West scheduled to do the CBS Robin Hood Dell Concerts this summer.

Stan Lee Broza set for a Canadian trip and tour of Dominion studios.

'Last minute switch puts Mannie Sacks as vice-prexy' in WCAU Artists Bureau, with H. Bart McHugh retaining presidency.

McHugh, who returns Aug. 1, was erroneously reported as too ill too continue.

Ivan Ballin parting WIBG.

New show on WIP brings back Karl Bonowitz, organist, after an absence of three years.

Helen Grey concluding the season's interview shows this week at WFT, but retaining the studio press agent post.

WPEN to carry Meyer Davis' music from the Westchester Gardens, White Plains.

Set for a WIP build are Bob Du Fresno, Don Barry and Curt Chamberlin's band.

Ethel Felt at WIP with a new show dramatizing current film the-

atre offerings and star interviews. WCAU duo of Jack and Jane Carlton splitting.

Boake Carter's 11 p.m. WCAU night spot loses the English-accented commentator this week, after a straight run of three years. Taking over the period, on sustaining, is Alan Scott, staff announcer.

First of Philly's June nuptials among local etherites happened to Carlotta Dale and Don Pearson, WCAU warblers, with unique aftermath. Duo had the knot tied June 26, whereupon each wended his and her way to different jobs—Pearson to the Walton roof and the frau to the Anchorage niter.

Darrell V. Martin, radio ed Pittsburgh Post-Gazette, now a Kentucky colonel.

KDKA, Pittsburgh, moving shortly from William Penn hotel to Grant building.

Little Jackie Heller flew to Pittsburgh from Chicago last week for high school graduation of his kid sister.

Paul Pendarvis moving into Hotel William Penn's Urban Room and Freddy Mack's spot on KDKA, Pittsburgh.

Si Steinhilber, radio ed Pittsburgh Press, vacationing. Cy King, pinch-hitter.

Paul Gannon and the Melodeers have faded from WJAS, Pittsburgh.

KDKA, Pittsburgh, on July 12 inaugurating a new program series called 'Salute to Pittsburgh.'

Fran Conrad of KDKA, to teach a course in broadcasting next fall at Penn State college, his alma mater.

Babe Ruth jumping to Pittsburgh from Wheeling, W. Va., where Yanks will be playing an exhibition game, for his network broadcast next week.

## South

Lee Everett, program director for WBT, Charlotte, made a plane trip to New York for an announcer's audition before John Carlyle of CBS.

WBT, Charlotte, has established permanent wires in the city council chamber in city hall, where it broadcasts each Wednesday the proceedings of the weekly meetings of the council. A council meeting was placed on the air several weeks ago purely as a stunt. Later a meeting at which the Sunday shows question was to be threshed out was broadcast.

Dark-Night blackface script act originated by Lee Everett, program manager for WBT, is back on the air today after an absence of several months, under the sponsorship of M. L. Klein company, Atlanta. Features Everett, Clair Shadwell and Irving Setzer.

Summer term of the Southern Vorkshop, Asheville, N. C., dramatic school, will include this year work in radio. Students will broadcast over WWNC.

Ed Bufort (Mrs. Bill Elliott), blues singer, pianist and organist, has been added to the staff of WBT, Charlotte, N. C. She's from vaudeville.

Thomas G. Callahan, oldest engineer on the WBT, Charlotte, N. C., staff, from point of service, has been made president of the Southern Engineers' Association. He supervised control operations for WBT.

Gen. Hugh S. Johnson, NRA chief, broadcast through WSM to the Economic Conference, which is being presented by George Penabody College for Teachers in Nashville. Program is an exclusive for WSM.

WSM Future Farmers hour, conducted by William A. Burnett, agricultural leader, closes for the summer months after two seasons on the air. During the time program has been presented, more than 2,000 future farmers from Tennessee, southern Kentucky and northern Alabama have been guests of WSM.

E. K. Cargile of WMAZ off on a month's trip to Washington, New York, Chicago.

Robert Armstrong, formerly of WRDW, Augusta, now with WMAZ, Macon, in place of Marion Bragg, resigned.

Henry Ward Swinson, formerly of WIBO, added to staff of WMAZ.

## Ohio

Louis Aiken, WSAI announcer and vocalist, and Dorothy Grant, in studio office of same Cincinnati station, are testing the 'two can live as cheap as one' saw.

Jack Usher and Gracie Deagon, formerly of vaude, have joined the Crosley talent staff in Cincy to essay goofy comedy as Don and Babbs on WLW sustaining spots three afternoons weekly. Miss Deagon was at WOR for a while.

John L. Clark, gen. mgr., and Oklahoma Bob Albright, songster comic of WLW, Cincy, idled last

week at Bob's estate in Upper Michigan.

Joe Moon and Kay Cornelius on summer leave from WSAI, Cincinnati. Joe is leading an orbit at Little Harbor, Mich., and his singing partner is directing music at a girls' camp in Bridgeport, Me.

The Junior Firemen's Club program, sponsored by Wuerdeman's, Cincinnati dry cleaners, and broadcast nightly except Sundays for 87 weeks by WFBE and relayed by WKRC, has cut down to one-a-week blast over the former station for the summer.

Dr. Harry Granison Hill's series of twice-weekly friendly chats carried by WFBE, Cincinnati, for 14 weeks, is being offered in printed form as 'Heart to Heart Talks' at 65c a copy. Dr. Hill is pastor of the Cincinnati New Thought Temple.

## Chicago

Remodeling the WGN offices has shifted the Frank Schreiber desk into the stenographers' room for the present.

Les Atlans, having copped the Parke prize for landing the largest sailfish of the 1933-34 Palm Beach season, is off to Georgia Bay, up in Michigan, to tackle muskies.

Niles Trammel back from New York and now getting daily streams of folk up from Georgia who knew him when.

Visitor business picking up again at NBC as the mobs hit town for the Fair.

Al Williamson plotting a two-week layoff in Michigan this year instead of heading for the old home-stead down in Bloomington.

## Midwest

KMOX, St. Louis, will shortly start a series of broadcasts from the zoo, with Jerry Hoekstra slated to 'interview' the animals.

Kathryn Cravens has taken over the 'Let's Compare Notes' woman's program on KMOX.

Kathleen Sullivan in from the Michigan network to guest on the Columbia web from St. Louis.

Marvin Mueller got a bachelor's degree at the Washington U. last week.

Larry Neville appointed continuity ed of KMOX, replacing Mildred Orr. Barbeaux Sisters a new sustainer over WIND.

WOC-WHO teaming up with Aero Club of Iowa for the Jimmy (Continued on page 52)



## New Business

### DENVER

**Blatz Brewing Co.**, 28 one-minute announcements, KOA.  
**Denver Bread Co.**, 98 one-minute announcements, KOA.  
**Denver Dry Goods Co.**, two one-minute announcements, KOA.  
**Faultless Starch Co.**, "The 49ers", 17 15-minute transmissions, KOA.  
**Doran Coffee Co.**, 28 one-minute spot announcements, KOA.  
**Kellogg Sales Co.**, 28 one-minute announcements, KOA.  
**Hamm Brewing Co.**, 13 15-minute transmissions, KOA.  
**Perkins Products**, 26 five-minute programs, KOA.  
**Cottrell Clothing Co.**, seven one-minute announcements, KOA.  
**Vinor Chevrolet Co.**, 10 announcements, KFBL.  
**Cook's Sporting Goods Co.**, five announcements daily, 3 days, KFBL.  
**Mountain Motors Co.**, 10 announcements, KFBL.

**Broadway Buick Co.**, 20 announcements, KFBL.  
**Fryl Idair**, announcements, KLDZ.  
**Tippary Tavern**, three announcements daily, except Sunday, one month, KFBL.  
**Denver Buick**, 20 announcements, KFBL.  
**Murphy Mahoney Motor Co.**, 10 announcements, KFBL.  
**J. Sears & Son, Chicago**, 102 one-minute recordings, KFBL.  
**Luby Motor Co.**, 10 announcements, KFBL.  
**General Motors Truck Co.**, 10 announcements, KFBL.  
**Kelton Buick Co.**, 500 run of schedule announcements, KFBL.  
**General Motors Chevrolet**, 10 announcements, KFBL.  
**Broadmoor Country Club**, 600 run of schedule announcements, KFBL.  
**Walker Buick, Inc.**, 20 announcements, KFBL.  
**Irvin Platt Motor Co.**, 10 announcements, KFBL.  
**Hall Davis Motor Co.**, 10 announcements, KFBL.  
**Broadway Music Co.**, three daily announcements except Sunday, one month, KFBL.  
**Central Chevrolet**, 10 announcements, KFBL.  
**Ford Motor Co.**, 10 announcements, KFBL.  
**Best Food Mayonnaise**, two daily announcements, four days, KLDZ.  
**Raleigh Cigarettes**, 25 one-minute transmissions, daily except Sunday, KLDZ.  
**Elitch Gardens Amusement Park**, 25 announcements, KLDZ.  
**The Brasserie**, restaurant, one preferred evening announcement, KLDZ.  
**Cottrell Clothing Co.**, one preferred evening announcement, 6 days, KLDZ.  
**Deisel School of Engineering**, five-minute transmission, KLDZ.  
**Van Schaack Real Estate Co.**, one-half hour program, KLDZ.  
**Frumes Jewelry Co.**, 10 announcements, Sundays, KLDZ.  
**The Newsticker Co.**, six spot announcements, July 4, KLDZ.

### PHILADELPHIA

**Freshoff Baking Co.**, indefinite period, weekly program, WFL.  
**Philadelphia Record**, spot announcements, weekly, WIP.  
**Frits and LaRue**, spot announcements, "Blum Agency", WFL.  
**Reo Motor Car Co.**, spot announcements, indefinite period, Maxon, Inc., WFL.  
**Robbins and Myers Fan Co.**, renewal, Feigenbaum Agency, WFL.  
**S. Davis Wilson**, talks, on Phila. Record spots, Friday and Saturday, WFL.  
**Frigitaire**, spot announcements, six weekly, WFL.  
**Fox-Weiss Furriers**, transmissions, five weekly, Max E. Solomon, WFL.  
**Philadelphia Medical Group**, daily announcements, WIP.  
**Council Cleaners & Dyers**, two five-minute talks weekly, WIP.  
**Kellogg Sales company**, spot announcements daily, WIP.  
**Dr. Glaser (Dentist)**, two spot announcements weekly, WIP.  
**Wilson Line, Inc.**, weekly participation in Home Makers Club program, Carter-Thomson Agency, WIP.  
**Watch Tower**, talks by Judge Rutherford, one hour Sunday, July 8, WIP.  
**Evergreen Memorial Park**, daily announcements, WIP.  
**Reliance Manufacturing Co.**, six 100-word announcements, Carroll, Dean & Murphy, WCAU.  
**Adia Life Insurance Co.**, four 15-minute discs, Monday, Samuel Lewis Agency, WCAU.  
**American Oil company**, 45 100-word announcements daily, Joseph Katz Agency, WCAU.  
**Hy-Roy Sun Lotion**, five announcements daily, indefinite period, WDAS.  
**Dr. B. L. Brown**, three announcements daily, four weeks, WDAS.  
**Watch Tower Radio Service**, one hour talks, WDAS.  
**Old Reading Brewery**, time signals, 15 weeks, Adrian Bauer Agency, WDAS.  
**D. C. Humphreys**, daily spot announcements, five weeks, WDAS.

### OMAHA

**F. W. Fitch Co.**, seven announcements, Through L. W. Ramsey Co., Davenport, W.W.  
**Young Soap Co.**, 78 transmission announcements, beginning Oct. 1, Through R. J. Potts Co., Kansas City, W.W.  
**J. B. Jensen**, political candidate, 15-minute campaign speeches, Aug. 6-13, W.W.  
**Nebraska Power Co.**, half-hour musical show, Wednesdays, contract indefinite, Jensen, Meyers-Hodel, Orch., under direction Harold Fair; Kathleen Shaw, Melodimen Quartet and a guest artist each week. Placed through "bullet" by Boszell & Jacobs, Inc., W.W.  
**J. J. Pzanowski**, political candidate, announcement daily, Aug. 1-13, W.W.  
**Carl Simmons**, candidate for congress, Wednesdays, June 20-Aug. 8, Through Haynes Advertising Co., Omaha, W.W.  
**C. A. Sorenson**, political candidate,

## Renewals

**Dr. Miles Laboratories** (Alka Seltzer), 13 weeks; "National Barn Dance" on NBC's blue (WJZ) link, effective July 7. Through Wade Advertising Agency.  
**Kron Phenix Cheese Corp.** (Miracle Whip), 13 weeks, starting Aug. 2, "Paul White-man's Music Hall," 45 stations on NBC's red (WEAF). J. Walter Thompson.  
**Plough, Inc.** (St. Joseph Asperin), 13 weeks, effective July 11, Guy Lombardo, 43 stations on NBC. Through Lake-Spiro-Cohn, Inc.  
**Gold Dust Corp.** (Silver Dust), 13 weeks, beginning July 2, Paul Keast and Rollo Hudson's orch., three evenings weekly, 17 stations, CBS, B.B.D.&O.  
**Studebaker Corp.**, 13 weeks, effective Aug. 1, 40 stations, CBS, Dick Humber's orchestra. Through Roche, Williams & Cunyham.  
**Gillette Safety Razor Co.**, Gene and Glenn, effective July 23, 51 stations on NBC red. Through Ruthrauff & Ryan.

six announcements, Haynes Adv. Co., Omaha, W.W.

**Creasant Beach Inn**, Green Lake, Minn., announcements twice daily except Sunday, two weeks, KOIL.

**Mayers Store**, announcement daily except Sunday to Sept. 30, KOIL.

**Chicago & Northwestern R.R.**, five minutes Mondays and Thursdays, 18-July 5, KOIL.

**Kellogg Sales Co.**, announcements twice daily except Sunday, KOIL.

**Storj Brewing Co.**, announcements Mondays, Wednesdays, Fridays, 13 times, Through Buchanan Thomas Agency, KOIL.

**American Amusement Co.**, walkathon, 15-minutes daily at noon, one month, remote control broadcasts from Krug Park stadium, WAAW.

**Skinner Manufacturing Co.**, minute transmission announcements daily except Sunday, three months, Buchanan Thomas Agency, WAAW.

**Follett Beer**, three minute announcements daily except Sunday, one month, Through Gardner Advertising Co., St. Louis, WAAW.

**Verne Beauty Shop**, five minutes Sundays, three times, WAAW.

**Stardust Finger & Body Co.**, announcement daily except Sunday, one month, WAAW.

**Kellogg Sales Co.**, announcement daily except Sunday, one month, sponsoring broadcast of baseball scores as previously, at least one month, WAAW.

**L. A. Nizon**, announcements twice daily except Sunday, one month, WAAW.

### CHARLOTTE, N. C.

**J. W. Dorman**, series of 15-minute talent programs mornings, beginning July 26, WBT.

**Pinnacle Inn**, Banner Elk, N. C., series of 49 one-minute announcements daily except Sunday, WBT.

**Joe company**, continuation contract, for 27 half-hour minstrel shows Tuesday evenings, from Aug. 21 through Feb. 19. Placed by Freitag Agency of Atlanta, WBT.

**Dodge Motor company**, New York City, series of 100-word announcements daily except Sunday, Placed by Radio Sales, Inc., New York, WBT.

**Lancaster Motor Co.**, series of 100-word announcements, evenings, WBT.

**Southern Tours, Inc.**, series of 100-word announcements, evenings, WBT.

**General Mills**, 78 15-minute talent programs mornings daily except Sunday, Placed by Radi Sales, Inc., Chicago, WBT.

**Yellow Cab company**, 52 one-minute announcements Mondays, Wednesdays, Fridays, WBT.

### PORTLAND, ORE.

**Broadway theatre**, announcement service, KGW.

**Richfield Oil**, nine announcements. Placed by Beaumont & Hohman, KGW.

**Chrysler Corp.**, Dodge Motors, 12 one-minute announcements. Placed by Ruthrauff & Ryan agency, KGW.

**Reliance Mfg. company**, six one-minute announcements. Placed by Carroll Dean Murphy, Inc., KGW.

**Jimmy Dunn**, clothier, announcement service, KGW and KEX.

**Major Frank**, department store, announcement service, KGW.

**Compill Diesel Engineering School**, announcement service. Placed by R. B. Albert agency, KGW.

**Home Mfg. restaurant**, five weekly baseball programs, three months, KEX.

**Oriental theatre**, 15 daily announcements, KEX.

### KANSAS CITY, MO.

**Palace Clothing company**, "The Sunshine Lady" studio program, quarter hour daily except Sunday.

Placed through Ferry-Hanley.

**KMBC**, High Grade Grocery stores, World transcription, 15-minutes daily except Sunday. Placed through H. D. Lee Mercantile Co., KMBC.

**F. W. Fitch Co.**, "Musical Barbers", 15-minutes each Wednesday. Placed through Russell Comer, KMBC.

**General Mills**, "Big Brother Club", sports activities including free baseball games, 15 minutes daily, except Sunday. Placed through Blackett, Sample, Hummert, KMBC.

**Mamm's Beer**, Mid-West transcription, 15 minutes weekly. Placed through McCord company, KMBC.

### NEWARK

**Hearn Department Stores, Inc.** (liquor department), 52 weeks, Tuesday and Friday, 15 minutes, Harry Hirschfeld, "One Man's Opinion", WOR.

**Norwich Pharmaceutical Co.** (nose drops), 30 five-minute broadcasts, daily except Sunday, recorded. Through Lawrence Gumbiner Advertising Agency, WOR.

**Brown & William Tobacco Corp.** (Raleigh cigarettes), 13 broadcasts, 10-minute recordings. Through B. D. & O. WOR.

**Best Foods, Inc.** (Hellman's Mayonnaise), three weeks, Tuesdays to Fridays, Ida Bailey Allen, Inc. Through Scott Howe Bowen, Inc., WOR.

**Gold Redeeming Corp. of America**, 13 weeks, announcements, six days a week, Through David Malkiel Advertising Agency, WNEW.

### SEATTLE, WASH.

**Union Pacific Stages**, five five-minute programs, WOL.

**Vapo Co.**, 26 quarter hour programs, WOL.

**Bon Tigg**, jeweler, 15 announcements, WOL.

**McDougall & Southwick Department Store**, two 15-minute programs, WOL.

### SEATTLE

**Reliance Mfg. Co.**, six one-minute announcements, July 9-14, KOMO.

**Washington Motor Coach**, renewal, three announcements weekly, KOMO and KJR.

**Standard Furniture Co.**, 15 minutes daily; also series six announcements; started July 1, KOIL.

**Vapo, Hollywood Newshawk** program, 15 minutes, Tuesday and Thursday, KOIL; Wednesday, KHQ, Spokane.

**United Casualty Co.**, three announcements daily, KPCC.

**Northeastern Life Insurance Co.**, five announcements daily, KPCC.

### LOS ANGELES

**Chevrolet Motors**, spot announcements day and night, (Campbell-Ewald), KNX.

**Formula Laboratories**, 6:45-7 p.m. daily, discs, KNX.

**Rio Grande Oil Co.**, 7:15-7:30 p.m. Tuesday and Friday, starting July 3, one year contract, Lindsey with program titled "Bunk".

### PITTSBURGH

**Jerome Walk & Brother**, one announcement daily, except Sunday, three months, WWSW.

**Honus Wagner Co.**, five five-minute programs weekly for indefinite period, WWSW.

**Dunforth Co.**, three announcements daily, except Sunday, for indefinite period, WWSW.

**LaSalle Sales Organization**, one quarter-hour program weekly, 26 weeks, starting July 3, by E. H. Brown Agency, WWSW.

### WINSTON-SALEM, N. C.

**Anchor Store**, renewed for July, 15-minutes, Monday, Wednesday, Friday mornings from floor of department store, WSJS.

**Essaky Products**, renewal of daily announcement for July. Placed by Van Sant-Dugdale Agency, WSJS.

**Ideal Dry Goods company**, daily announcement, one month, WSJS.

**Davis, Inc.**, time signal announcements, one month, WSJS.

## More Film Names

Arthur Pryn, Jr., is in Hollywood lining up screen names for the Continental Baking series slated to start in September. Release will be through CBS.

Major portion of the hour's show will originate from New York with the film guests cutting in from the other end of the country.

## Montgomery Moves

Omaha, July 2. E. F. Montgomery, sales manager of the Omaha studios of KOIL-KFAB, leaves July 3 to take over the sales manager's post of the Columbia's WCCO, Minneapolis.

Montgomery has been in charge of sales in the Omaha studios since Union Holding purchased KOIL last year and combined the two studios. In Minneapolis he will work under Earl Gammons, station manager.

## FRC GRANTS FULL TIME TO WFBM AND WKBF

Indianapolis, July 2.

Both WFBM and WKBF have been granted full time operating licenses by the Federal Radio Commission. WKBF was authorized to increase its daylight power from 500 watts to 1,000 watts. Night time operating power of WKBF remains at 500 watts.

WFBM has been operating on a regional channel, sharing time with WBSB, South Bend. In granting WFBM's application, the commission moved WBSB to 1,380 kilocycles, giving the local station a cleared channel for several hundred miles. New operating schedules for both stations are expected to be put into effect within two weeks.

Soi Lesser has taken "Fathers and Sons," composition by Hugo Riesenfeld, for "Peck's Bad Boy."

### HOTEL PIERRE

## JACK DENNY

### AND HIS ORCHESTRA

Cosmo Oil | Richard Hudnut  
 Wed., 9:30 P.M. | WABD  
 WJZ | Fri., 9:30 P.M.  
 Sat., 12 Midnight | Mon., 11:30 P.M.

## LEO REISMAN

### PHILIP MORRIS

WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

### THE GREEK AMBASSADOR OF GOOD WILL

## GEORGE GIVOT

CBS  
 EVERY TUESDAY 9 P.M.  
 Coast-to-Coast  
 Sole Direction  
 HERMAN BERNIE  
 1619 Broadway New York

## CHARLES CARLE

TENOR  
 COAST-TO-COAST  
 CBS

### COLUMBIA BROADCASTING SYSTEM

Presents

## LEON BELASCO

MON., FRI., WABD, 12 MIDNITE  
 Coast-to-Coast  
 St. orbits Hotel, New York. Nightly  
 Sole Direction HERMAN BERNIE  
 1619 Broadway New York

### JOSEF CHERNIAVSKY

Personality Conductor  
 icago Theatre Orchestra  
 Now on Second Year  
 WGN, Tuesdays, 9:30 P.M. CST



## EDITH MURRAY

The Dramatic of Song  
 STAR OF RADIO STAGE  
 AND SCREEN  
 Friday, 10:45 P.M.; Sunday, 2 P.M.  
 CBS Coast-to-Coast, WABC  
 Exclusive Management  
 C.R. ARTISTS' BUREAU  
 IRVIN Z. GRAYSON  
 1619 Broadway, New York City

## GRACIE BARRIE

"The Sweetheart of the Blues"

NOW PLAYING  
 RKO THEATRES

Sole Direction  
 HERMAN BERNIE  
 1619 Broadway, New York

## ABE LYMAN

AND HIS  
 CALIFORNIA ORCHESTRA  
 COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M., DST  
 (Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DST  
 (Phillipsilk)

## HAROLD STOKES

irect  
 Climalene and Palmer House

## "The Singing Lady" IRENE WICKER

4th Year for W. K. Kellogg Co.  
 All Material by Irene Wicker  
 Music by ALLAN GRANT  
 N.B.C.—WJZ 5:30

## EMERSON GILL

AND ORCHESTRA  
 HIS  
 ANGLOIS HOTEL  
 COLORADO SPRINGS  
 MCA DIRECTION

## JOSEPH GALLICCHIO

LUXOR—"Talkie Picture Time"  
 Sun., 2-3:30 P.M. CBS  
 BOYER RENDEZVOUS  
 Sun., 4:45-5:00 P.M. CBS  
 HYDROX, Fri., 7:30-8:00 P.M. CBS  
 NBC, Chicago





## NIGHT CLUB REVIEWS

## CAFE CHANTANT

(HOTEL MONTCLAIR, N. Y.)

Dave Gardiner, who has been around in show business and who has been one of those life-of-the-party m. c.'s on winter and summer ships cruises, has made some sort of hotel history at the Hotel Montclair. He's created a stiff competition for the regular roof's trade, where Mario and Florio and the Harold Stern orchestra hold forth, but he's also made it an asset, in that it's a wind-up spot and could be capitalized to keep the dinner crowd on the premises by merely shifting over to another portion of the roof, which Gardiner has labeled the Cafe Chantant, and where an al fresco entertainment is offered, sans couvert, just for the drink traffic.

It's been a hypo to the bar, for that's where the main drinkery was situated. Formerly the patrons chiefly patronized the regular roof portion and sat and over a drink or two, in between dances. But under the more energetic aegis of Gardiner, it's a faster beverage-inducer and has the additional advantage of the outdoor terrace, atmosphere and a telling personality to encourage lingering.

As a result, the bankers, who now have much to say about the Hotel Montclair's operations as bankers have been concerned so many other such similar enterprises) are highly enthusiastic about what Gardiner has been doing and have voluntarily increased his drawing account and declared him in for a piece of the room.

It's all rather simple, but probably foreign to the average dancer. This hostelry on the east side, 60th street and Lexington, came on the map via its nice roof a couple of years ago, and now, with a slight portion of the outdoor terrace further capitalized, that's cashing in on everything to the fullest.

The corner bandstand is designed to accommodate several changing pieces of scenery, against which is set the Mexican, kitchen mechanics, Parisian and other motifs. These tunnel between dance sessions, and very good Joe and Zouze combination, which has been abroad and at the Waldorf-Astoria, gives out equally expert foxrotology and rumba-tangos, in between playing for the show, and on their own also contributing several specialties. These include piano-maestro Zouze's own solo, and a variety of Chigrinsky's playing, and his Mexican guitarist, Manuel Valdespino's, specialties. Rita Bell contributes the s. with continental airs in French, also sings in English. A diner paces it all fast and furiously, and as he ad lib, he has the overlooking Waldorf-Astoria and Shelton hotel panorama in the background windows to get a load of the free show.

This spot should give other hotels some ideas. Abel.

## LA CABANA, L. I.

La Cabana is an advantageously situated roadside just at the entrance to Long Beach, L. I., on the main highway, attractively spotted and certain to attract the trade if nothing fails. Nat Hager operates and it's one of those no-couvert \$1 and \$2-\$2.25 dinner spots, latter scale on week-ends.

Floor show is elaborate and fast, distinguished by Eddie Jackson (Clayton, Jackson and Durante) working with Nemo and Snyder in a rip-snorting fast threesome that should get a lot of notice and order for full theatre and cafe bookings.

Flo Kelly, who stages at the Fox, Brooklyn, put on this review; special material by John Hancock, Jackie Beakman's personal m. c., paces it. The girls are in the usual scant dress and undress, including a slow-tease coocher who does a strip tease calculated to annoy any family dropping in.

Carlos and Marchan are the ball-room team, and Eddie and Arline Kinley the fast dance combo. Charles Strong's dance music is satisfactory, if no panic. Ditto the show, with the exceptions mentioned. Food could be better, considering Harris' antecedents as a straight restaurant at the Paramount chop house, N. Y. Abel.

## PAVILLON ROYAL, L. I.

(RUDY VALLEE)

Between Rudy Vallee as the attraction and the combined management of the Hollywood, Casino de Paree and Billy Rose's Music Hall, the Pavilion Royal, L. I., at the John Steinberg, et al., the Pavilion Royal, on the Merrick road, at Valley Stream, Long Island, should again enjoy a highly successful summer season. This suburban restaurant now rates as a metropolitan institution.

Vallee bids fair to repeat his big as at the allied Hollywood this past fall and winter season. He did so well at the midtown spot that Joe Moss bound him over for the summer season at this roadside and in dining book Vallee for the winter back at the Hollywood.

The draw is strictly up to the band this summer as there are no girls, nudes, etc., as at the Broadhurst. It's a wise managerial move for its obvious that week-day roadhouse trade is inconsistent, motoring restaurants thriving chiefly on the bullwhack weekend.

Only Margaret Padua, robust songstress, and Beaulieu and Tova constitute the supplementary acts, plus Alice Payne, a hardy summer alumna and now vacationing East between pictures. Recruits from the Hollywood and other spots were at the opening festivities, but that's the regular show.

Vallee's consistent draw continues to be one of those outstanding highlights in a business that is too familiar to the writer, but it's a genuine and falling stars, especially if radio has been the popularizing medium. But the other, for all of Vallee's five years (it's now his sixth) at the Hollywood, has been a consistent and consistent broadcasting, has not been a negative factor; if anything, its aura manifested boxoffice worth via a highly enthusiastic first-night turnout. When the fumes still stand on the chairs to get a peek at the name maestro, that's drawin' 'em, and no kidding.

Vallee has augmented his band to amply fill the large interior. It's still one of the nicest roadhouses around, with its dancing roof and the natural forest setting recommending it on comfort alone. John Steinberg will be on a bicycle between the Billy Rose Music Hall, of which he is general manager, and the Pavilion, in which he holds a proprietary interest. The deal for John to take in Louis Fischer money and American interest (acquired from Christo when the latter bowed out to go into the likker biz) is not yet cold. \$1.50-\$2 dinner is the average; drinks are 60c. and 75c.; champagne \$10.

While Vallee's debut killed the Merrick road, Thursday night, the weekday vs. the weekend issue brings up the idea that Vallee could capitalize a couple of off-nights by a pop-price scale, just to cater to those kids on Long Island. The tariff as it is is a keeper-awayer and, as any of the L. I. youngsters now know, the roadhouse trade is a hard one to hot-doggerize, which, with the addition of a small dance combo, have been doing right well by themselves just because the price is right and the atmosphere is so good. With the Vallee combo, it's a natural lure to the youngsters if the tariff is in proportion.

John Steinberg may have recognized that via the large bar in the forepart. That's the new to the Pavilion since bars are now legal. Kids with a slim budget could hang around the bar, over a drink, of course, and hoof all they want. Abel.

## PARADISE, N. Y.

New summer floor show at N. T. G.'s Paradise is what it should be—a light, breezy, by no means ponderous, easy on the eyes and light on the trigger.

Per usual, the cute Granlund kids are the main attraction in some cannily produced numbers. Typical and in the same respect, it included a salvo to the sailors plus the usual cariole and other of-the-moment songs and terps.

There's The Golden Girls also, nude under brocade, make-up who must send 'em back to Dubuque and Keokuk talking. There's also Ken Harvey, tip top banjo virtuoso who makes his stringed instrument say a lot.

Billie Burns, Joyce Coles and Jack Reese, Rosezell Roland, Barbara Jason, Boots Carroll, Buddy Alda, Ann Lee, Kistner, Iva Stewart, Earl Jack and Betty are chiefly N. T. G.'s prize lookers, plus the others who are song and dance specialists. These are billed along with Johnny Johnson's sly dance combo, which is light on the summer budget, but otherwise bullish on the terps, as Johnson essentially is a dance-inspiring outfit.

Paradise is nicely air-cooled for (Continued on page 71)

## A Scorcher

Los Angeles, July 3.

Swank Ambassador Hotel didn't reckon with its thin-skinned Nordic waiters when it opened the Lido, said to be an exact copy of the French Riviera. Two weeks after the opening, six waiters were down with sunburn and had to be moved indoors. Those who replaced duck under the umbrellas at every opportunity.

Head covering for the menials being taboo, John Browne is trying to devise some kind of a trick topper to keep the dandruff beds in the shade.

## FRISCO'S NITE LIFE PERKING

San Francisco, July 2.

Three local niteries have taken new leases on life and business this week, the Bal Tabarin opening a sizable new annex and bar; the Edgewater Beach taking on a new band, and the Music Box due for a new band, with refinancing and an ad campaign to carry it along.

Bal Tab, owned by Frank Martineau and Tom Gorin, has built a new and larger kitchen, tacking it on to the original building, and moving the bar downstairs on the old kitchen site. A champagne fountain is in for flash. Slim Summerville planned up from Hollywood to m.c. the opening night, with Happy Felton's ork continuing at the musical helm.

At Edgewater Beach, Rube Wolf's band opened under booking by the Thomas Lee artists bureau, with KFRG putting in a remote control line for broadcasting to the Don Lee chain, and Billie Lowe, Harry Zipper and Three Midshipmen set as singers.

Lloyd Campbell has changed the financial setup of his Music Box, hand opened under booking by the Thomas Lee artists bureau, with KFRG putting in a remote control line for broadcasting to the Don Lee chain, and Billie Lowe, Harry Zipper and Three Midshipmen set as singers.

## Annual No-Show Talk At Saratoga, but as Usual It's Doubtful

Usual pre-August Saratoga ballyhoo that the big resort roadhouses won't go overboard on talent casts, merely contenting with name bands, is around, but already disproving itself.

Brook, Piping Rock, Arrowhead, et al. will all have name attractions. Harry Rosenthal and Bob Grant orchestras and Yacht Club Boys already set. Another wants Lupe Velez, and others bidding for similar names.

The same reason is given—gonna be tough on the gambling situation for the August racing season at the spa.

Some credence is lent this by the great attractions, which the Jersey shore sports are now encountering, with the pre-fixed casino okay having gone away. As result one spot is planning to fold via the bankruptcy route and others are trimming sails after investing heavily.

## FOX BACK; COAST DISC MEN KICK IN TO MPPA

Harry Fox, of the Music Publishers Protective Association, returned to New York Thursday (28) from a three-week stay on the Coast, spent in straightening out license-fee jams with transcription makers.

Fox collected several thousand dollars in back license money from these sources and also obtained from them assurances that they would co-operate with the MPPA in submitting the required reports on sustaining and commercial discs placed with stations.

## Inside Stuff—Music

New York Musicians union has been granted local autonomy with the proviso that Edward Canavan, chairman of the board, be permitted by the 802 membership to continue in that position for an additional two years. Resolution divesting the international executive committee of authority to appoint 802's officers and leaving such designations to the local's members was passed at the convention in Cleveland of the American Federation of Musicians. Election of all the local's officers other than Canavan will take place Dec. 18. Meantime, the officials put in by President Joseph Weber will hold their posts.

Local 802 has been under the direct supervision of Weber, since its organization in 1923, as the official substitute for another New York branch which had revolted against the international board.

Jack Hylton, ritzy bandman, and Irving Mills, both won a point in the latest round of the litigation involving Cab Calloway's recent tour of Europe. Justice Dore in the N. Y. Supreme court last week granted Hylton's motion for an examination before trial, and Mills' cross-motion for a bill of particulars.

Under the court's order, Hylton's counsel had to do his probing of Mills for information July 2, while the bill of particulars that the latter seeks will have to be in his hands within 10 days following the pre-trial examination. Hylton claims that Mills gave him exclusive booking call on Calloway's services abroad and, when Mills took the band over under a deal with Harry Foster, this franchise was violated.

Stein and Clifford C. Ischer, respective Chi and Paris showmen, are said to be splitting \$10,000 net between 'em on their imported Folies Bergere Revue at the former Rainbo Gardens, Chi. Stein, head of Music Corp. of America, had to underwrite the ground-lease in order to house the big imported floor show. Fischer is staying on indef in Chi for the run of the revue.

Paris dispatches to VARIETY have mentioned possible litigation by the 'Folies Bergere' people abroad. The American enterprise is incorporated as 'Folies Bergere' (not 'Folies'), and claims it never professed being a replica of the famous Parisian revue.

Although Roger Wolfe Kahn's attorney originally had insisted on specifically including in his contract the usual employees' arrangement for a 40% cut on food checks when at the Claremont Inn, N. Y., which Kahn inaugurated under the current new management, it never was reduced into writing. As a result, when Kahn finalized at the Claremont last week to shift into the Sun and Surf club, Long Beach, N. Y., he was assessed about \$150 extra for restaurant tabs, paying at the full menu rates. Litigation may eventuate. Ferde Grofe succeeded Kahn.

Despite the low estate of the phonograph record business over 250,000 disc copies of 'The Last Round Up' have been sold in the United States. 'Spinning Wheel' to date has gone over 175,000 stencilled copies. Average hit tune the past two years has been selling around 4,000 records. Sheet music sales on 'Spinning Wheel' in the United States and Canada now total better than 800,000 copies, easily a record for the past five years.

First picture song in months that has shown any signs of approaching or bettering the 200,000 mark is 'I'll String Along With You' from '29 Million Sweethearts' (WB).

At the end of last week tune had received a distributor turnover of 140,000 sheets with indications that it was still building.

During the current visit of Harry Foster, British booking agent, Irving Mills will discuss the details of Duke Ellington's proposed tour of Europe this fall.

Foster and Mills will also map out the itinerary of the present Cotton Club floorshow, which is due to go across about the same time.

SBAT (Sociedad Bureau of Authors and Theatres) is the ASCAP of Brazil. In Argentina there are two performers rights societies and authors and composers necessarily belong to both. A move is on to combine all the bodies into one alliance, with branches in Rio de Janeiro and Buenos Aires.

## Music Notes

Joe Reichman has replaced Ben Pollack at the New Yorker. Latter bandman moved last week to the Hollywood Dinner Club, Galveston, on a four-week contract.

Dick Gasparé has the orchestral assignment at the Siplon Casino, Mamaroneck, N. Y.

Ferdie Grofe opened Thursday (28) at the Claremont Inn, New York. CBS Artists Bureau did the booking.

Rudy Carlton is the musical incumbent at the Belmont Manor, Hamilton, Bermuda.

Sammy Watkins debuted at Bert Moss' S. S. Club Royale, moored at Point Pleasant Beach, N. Y., Friday (28).

Horacio Zito's contract with the Waldorf-Astoria has been renewed.

Solly Violinsky and Ben Ryan have sold their ditty, 'Have a Good Time,' to Universal for 'Million Dollar Ransom.'

George Olsen and Ethel Shutta are making it a four-week stay at the Westwood Gardens, near Detroit.

Gorney and Don Hartman have contributed four songs for 'Lottery Lover' at Fox.

Vincent Lopez opens at Cocobut Grove, Los Angeles, Aug. 1.

Tommy Tucker has moved his (Continued on page 64)

## CASINO SHUT 2 WKS., BUT M.H. DIDN'T HURT

Billy Rose's Music Hall on Broadway, while believed to be killing off its affiliated Casino de Paree, around the corner on 54th street, actually was a hypo to some degree to the Casino. Still, the management handling both decided to shutter the Casino Saturday (30) until July 16, when a new show comes in, and concentrate on the new venture.

Casino's biz had been off for the fortnight prior to the M. H.'s opening, but the same opening week both spots for some reason did well. Rose wanted to shift some of his lookers over from the Casino to the cabaret-theatre bearing his name, and an entire new show will be built for the C. de P.

Ben Blue is out of the Music Hall after one week. Lillian Carmen replaces. Variety acts will thus be switched weekly or fortnightly.

## MCA Foreign Branch?

—Chicago, July 2.

J. C. teln is mulling a London and Paris branch office idea, for his Music Corp. of America. The untimely death in a plane crash of Harold Pinsky may set back this idea, as Steth had Pinsky in mind for the London berth.

Spread of MCA's biz, including not only bands but other attractions, necessitates a foreign branch connection.

## WELCOME TO JOE REICHMAN And His Orchestra

Currently broadcasting via CBS from New York City, the magnificent New Yorker Hotel. Hear him play these hits:

"ALL I DO IS DREAM OF YOU"  
"SLEEPY HEAD"  
"THANK YOU FOR A LOVELY EVENING"  
"I'VE HAD MY MOMENTS"  
"MOON OF DESIRE"

**ROBBINS**  
MUSIC CORPORATION  
799 SEVENTH AVENUE  
NEW YORK

## Ad Agencies Considering Test Case on Double Music Tariff

Advertising agency men are talking about working up a test case that would settle the issue as to whether music publishers have the right to collect twice for radio performing rights. What the agency element is burned up about is the growing practice among copyright owners, to demand from commercial large fees for the use of a restricted number as a program signature. Agency men contend that the publishers are not entitled to this fee since they collect for the performing right through the commercial tax that the stations pay the American Society of Composers, Authors and Publishers.

One pertinent case in point occurred recently when Ward Baking went network (CBS). It had been using "I Want to Be Happy" as the signature tune for a disc series, with no objection from the copyright owner (Witmark), but when it tried to obtain permission for its incorporation into the CBS frame the commercial was advised by the Warner Bros. legal department that the restriction would not be lifted in the baker's behalf unless the publishing firm received reimbursement. Fee asked was \$5,500 per 13 programs. After several weeks of negotiation, the commercial vetoed the proposition and debuted its Sunday night show without "I Want to Be Happy" as the musical signature.

Under the copyright law, the publisher may collect direct from the user if the composition is a production number and is given similar production treatment on the air. Agency men argue that the use of a song for theme purposes cannot by any stretch of the law be interpreted as a grand right, and that the copyright owner is not entitled to any fee other than the one he collects through ASCAP. If the music biz persists in restricting numbers so that it can force extra fees from advertisers, the agency will insist that the broadcasters bring this situation to the attention of the proper authorities in Washington.

Point advanced by the publishers is that when a tune becomes identified with a particular product, that composition becomes a valuable property to the manufacturer and he should be willing to pay a substantial price for the tune's use. Also, that the composition's frequent use by one commercial destroys its air value for other accounts.

## TACOMA DISPENSARIES PROTEST ASCAP TAXING

Tacoma, July 2. Beer parlor and small cafe owners are up in arms against reps of the American Society of Composers, Authors and Publishers, who are asking license fees of \$10 a month, or \$90 a year, for radio loudspeakers which furnish the spots with music.

Some have paid, while others are asking NBC and CBS outlets here how come and why. Radio chains and their affiliates are non-committal.

Right to collect a performance fee on radio loudspeakers from places operating for a profit has been thrashed out by ASCAP in the courts, with the higher tribunals upholding the Society in every instance.

## Bandmen Get Work

Santa Monica, Cal., July 2. Municipal Military band is being organized here to give twice-daily open air concerts six days weekly, over a 13-week period. For remaining 39 weeks of the year, outfit will play not less than five concerts weekly.

Musicians' local has approved a scale of \$30 per week for six men, and \$45 for leader.

## GARBER AT CATALINA

Los Angeles, July 2. Jan Garber orchestra begins an eight-week engagement on Catalina Island today (Monday). Combo will play nightly at the Casino, and also for the dinner dances in the St. Catharine hotel.

## Bernie's \$7,000 a Week

Bernie owes Loew's a week which he'll play off at the Century, Baltimore, July 13, en route to Sam Maceo's Hollywood Gardens, Galveston, where the Bernie band opens July 25 and stays until Labor Day at \$7,000 a week. From there Bernie heads for Hollywood again to make a second bid for Paramount. Unlike a previous intention, the old maestro won't discard his band, although Par wants to play down the dance combo and use Bernie solo.

Bernie now in New York, shoves off Friday on a one-nighter itinerary, opening in Johnson City, Pa., on the way to Texas.

Bernie is anxious to get back to Hollywood because he says, the mugs out there are a cinch for him between bridge and golf. That makes Paramount just a sideline.

## Pinsley Estate Sues for 250G On Plane Death

The estate of Harry Pinsley, executive of the Music Corp. of America's New York office, who, at 25, met an untimely death in the airplane crash of last month on the New York-to-Buffalo run, has retained Julian T. Abeles to sue the American Airways, Inc., and American Airlines, Inc., for \$250,000 damages. Since Pinsley's parents are residents of Chicago and the deceased resided in New York, the technical administrator-plaintiff is William F. Goodheart, Jr., manager of the MCA office in N. Y.

Attorney Abeles is working with Paul Cohen, Niagara Falls, N. Y., lawyer, who is counsel for two other passengers who were among the total of eight fatalities, including the pilots and stewards. All suits allege that American Airways was negligent in that it ignored flying conditions, allegedly took a wrong route, etc.

At the time of the crash last month, which was front page news, Pinsley's name was linked with that of Mary Brian, film-vaude actress, and Leah Ray, radio songstress. Miss Brian was playing in a Buffalo theatre, and Miss Ray was appearing in Detroit with Phil Harris' band, at the time of the accident, both theatres utilizing the fatality for self-exploitation by linking the names of the two actresses.

Apart from the MCA office having handled the band bookings for the Harris orchestra, and also having a hand in booking Miss Brian, the romantic interest ended there. Pinsley was the outside contact man for MCA and knew both of the young women, but any publicity about 'fiances,' etc., was out of line.

## FOX AS IS; SOUTHERN GETS RATE BOOST

Over-riding the veto of the publishers classification committee, the full directorate of the American Society of Composers, Authors and Publishers last week pushed up the Southern Music Co.'s rating a notch. Same board, sitting as a writer-publisher combination, rejected the appeal of the Sam Fox Music Co. from the publishers classification committee. As in the case of Southern Music, the coterie had refused to grant Fox a boost.

Southern Music's promotion was from class EE to D. Fox had asked that his firm's standing be nudged from class C.

## BERNSTEIN GOES LIMBY

Louis Bernstein, head of Shapiro, Bernstein & Co., sails with Mrs. Bernstein for England this Friday (6).

They figure on being gone about six weeks.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
All I Do Is Dream.....	30		
Sleepyhead.....	23		
With Eyes Wide Open.....	22		
James.....	21		
With I Were Two.....	20		
Hat On Side of Head.....	20		
Spellbound.....	20		
Had My Moments.....	19		
I'll String Along.....	19		
Little Man. Busy Day.....	18		
For All We Know.....	17		
Cocktails for Two.....	15		
Easy Come Easy Go.....	15		
I've Got a Warm Spot.....	15		
May I.....	15		
The Breeze.....	15		
Church Around Corner.....	14		
Fare Thee Well.....	14		
Counting on You.....	14		
Because It's Love.....	13		
Roll 'Home.....	13		
Dancing on the Roof.....	13		
Love Go Wrong.....	13		
Steak and Potatoes.....	13		
Love Me.....	12		
Tell Me I'm Wrong.....	12		
Thank for Lovely Eve.....	12		
Practice What Preach.....	12		

## LOEW'S TO TEST SESA LICENSING

A new music performing rights organization, Society of European States Authors and Composers, is suing a number of theatres, radio stations, etc., for license fees for alleged copyright infringements on the same principle as the American Society of Composers, Authors and Publishers' legal proceedings. Loew's, Inc. is making a test case of the issue and has retained J. T. Abeles to defend the suits. Abeles is counsel for Robbins Music Corp., a Loew's controlled subsid, and an expert on song copyright matters.

While Abeles has figured and still figures in a couple of suits by American music publishers versus the ASCAP, he has another stance in defending Loew's in the European song-writing combo's suit. This is predicated on diversity of citizenship and is chiefly a technical proposition.

## Weeks to Chi Trianon; King's Aragon Return

Chicago, Wayne King band returns to the Andrew Karzas north side Aragon ballroom this week. Aragon Week-end moves out for a fortnight of one-nighters, then takes over the Karzas south-side Trianon on July 15, replacing Bernie Cummins' band.

David Kuttner's unit is at the Rendezvous, Bayville, L. I.

## Int'l ASCAP Convention Denies Admittance to Pix Cos.; Italy, Yes

Admission of film producers into performing rights societies was denied by the recent international convention of later organization in Warsaw. E. C. Mills, who attended this gathering, so reported last week to the directorate of the American Society of Composers, Authors and Publishers.

Picture producers in both America and Europe have taken the view that, as creators and purveyors of musical manuscripts, they should be permitted to participate in the royalties collected by performing rights combines in the various countries.

## Amsterdam Rules Against BUMA's Attempt to License Radio Stations

### Downey Sails

Wally Downey, phonograph recording man in New York and with South American experience, is returning to Brazil-Argentine territory, sailing July 7 for Rio de Janeiro to represent a number of music publishers and also act for the new Hearst Metrotone newsreel. Downey is testing newly perfected sound equipment, which he will take along with him.

Music pubs with film outlets will be chiefly represented by Downey, these including Robbins (Metro), the Warner group of pubs (Harms, Remick, Witmark), and Paramount's Famous Music Co.

Berlin, Inc., may also be included. Fox Film has one of its exchange people in S. A. handling that phase of it.

## Robbins Holds Key To Eight Pubs Still Out of MPPA Pact

While the machinery for the enforcement of the anti-bribery pact among the music publishers was being greased last week, eight firms continued to hold out their signatures. Majority of these have taken the attitude that until Robbins Music Corp. has put its stamp of approval to the pledge they will remain on the sidelines.

Particularly waiting upon Robbins is Harry Spitzer, who has the direction of both Harms, Inc., and E. Harms, Inc. Spitzer has advised John G. Paine, of the Music Publishers' Protective Association board, that he is in sympathy with the project, but that he would prefer to wait until he saw how it worked out before affixing the signatures of the two concerns he represents to the pact. In the meantime he has shut down on all free special arrangements.

Other holdouts are Broadway Music Co., Joe Morris Music Co., Sam Fox Music Co., Joe Davis, Inc., and Select Music Co.

At a meeting last week between Paine and the professional managers of the firms allied with the pact, it was agreed to permit the making of transpositions from one key to another in connection with dance orchestration. It will be permitted to transpose the vocal chorus of a printed dance orchestration to such a key as the singer desires, provided the instrumentation of the transposition remains the same as the instrumentation of the original vocal arrangement and the modulation to go into the new key of the vocal chorus from the key of the printed dance arrangement.

## Lutz Engel's Chi Head

Chicago, July 2. Sam Lutz has been named chief of the local Harry Engel music office. He has been with the Engel office here about four months.

The Hague, June 22.

BUMA, Holland's performing rights society, suffered a severe setback in its fight with the country's radio interests when the Amsterdam courts tossed out an infringement suit brought against AVRO, Holland's leading broadcast association. Judge not only found for the broadcasters, but ordered BUMA to pay the litigation costs. In his decision the judge declared that, until the government has established a set annual license fee for broadcasting, there was that BUMA could do to restrain radio from using its music.

In its suit against AVRO, the Holland performing rights combine sought to collect \$600 for each tune broadcast without permission. AVRO charged that this claim was exorbitant and, if upheld, would subject Holland broadcasters to the payment of \$75,000 a year for musical fees.

BUMA recently reached a compromise on license fees with hotel keepers, cafes and restaurants and is now in a position to concentrate its fire upon radio. Action lodged against AVRO was framed as a test case in that direction.

## LEWIS COMING OVER FOR COLUMBIA BUY

London, July 2.

Edward Lewis, head of Decca, British recording outfit, is on the way over to the United States to resume his negotiations for a partnership in the Columbia Phonograph Co. Decca holds an option for a 50% interest in this organization, with Herbert Yates, prez of Consolidated Laboratories, named as the other partner. This option was due to expire July 1.

Report in phonograph circles on this side is that if the Decca-Yates proposition falls through an American syndicate will make a bid for both the Columbia and Brunswick assets, with a view of merging them into a single enterprise. Were such consolidation to go through, the American Recording Co. would find itself a separate entity.

## ASCAP Wins Suit

San Francisco, July 2. ASCAP and Gene Buck, president, won a default judgment in Federal Court against Mrs. Alice Komokila Campbell, operator of the now dark Kamokila Club, for playing a pop tune without permission of the copyright owners.

Judgment included \$300 services, \$100 attorney's fees, and \$32.10 costs.

## Court Clips Howard

Albany, July 2. The law yanked Thomas R. Howard, of Ashland, Ky., from his music stand, in an orchestra playing at Mariaville, N. Y., and he was arraigned in County court on a charge of abandonment.

Pleading guilty, he was ordered to pay \$5 a week toward the support of his two-and-a-half-year-old son.

## Pincus Loop S.-B. Rep

Chicago, July 2. George Pincus, with Leo Peist for 14 years, is leaving that office to take over local representation for Shapiro-Bernstein. New position effective July 14.

## "Variety" FOR SUMMER

Place a subscription for "Variety" over the summer (3 months).

\$1.50

Mail remittance with name and summer address.



Copyright, 1934, R. J. Reynolds Tobacco Company



*—and then she Smoked a Camel!*

## ENJOY THIS WAY OF INCREASING YOUR ENERGY

Smoke a Camel—and notice its "energizing effect"

With the pleasure of Camel's distinctive flavor comes an added benefit—an actual increase in your flow of natural energy. That exhausted, "dragged-out" feeling slips away... your "pep" comes flooding back. This discovery, confirmed by a famous New York research laboratory, means that by smoking Camels it is possible to restore

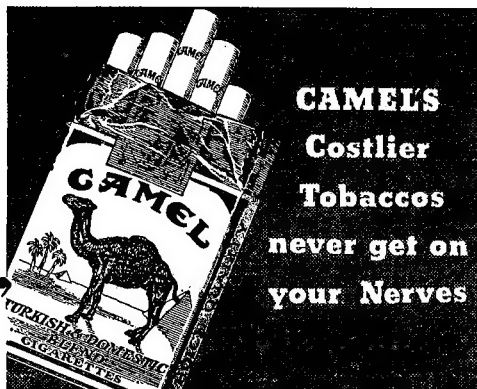
the flow of your natural energy—quickly—delightfully—and without jangling your nerves.

For no matter how often you choose to "get a lift with a Camel," Camel's *finer*, MORE EXPENSIVE TOBACCOS *never get on your nerves!*

"Camels give me a refreshing 'lift' in energy when I feel tired out. And they don't interfere with my nerves."

**HELENE  
MADISON**

OLYMPIC  
AND WORLD'S CHAMPION  
SWIMMER



**CAMEL'S  
Costlier  
Tobaccos  
never get on  
your Nerves**



**"Get a LIFT  
with a Camel!"**

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.